



DEPARTMENT OF THE NAVY
NAVY RECRUITING COMMAND
5722 INTEGRITY DR.
MILLINGTON, TN 38054-5057

COMNAVCRUITCOMINST 1140.3F
N912
4 FEB 2009

COMNAVCRUITCOM INSTRUCTION 1140.3F

From: Commander, Navy Recruiting Command

Subj: FIELD ADVERTISING MANUAL (FAM)

Ref: (a) SECNAV Memo of 27 JAN 98 (NOTAL)
(b) SECNAV Memo of 5 JAN 84 (NOTAL)
(c) ASD(M&RA) Memo of 5 AUG 76 (NOTAL)
(d) COMNAVCRUITCOMINST 1140.1
(e) COMNAVCRUITCOMINST 4400.1
(f) COMNAVCRUITCOMINST 1136.2

Encl: (1) Field Advertising Manual

1. Purpose. To provide updated and revised local advertising management guidance and Leads Production Team (LPT) operating procedures for Navy recruiting field activities.

2. Cancellation. COMNAVCRUITCOMINST 1140.3E. Due to extensive changes, marginal notations are not included. This instruction and enclosure (1) should be reviewed in its entirety.

3. Scope. The contents of enclosure (1) are directed to Navy Recruiting Regions (NAVCRUITREG) and Navy Recruiting Districts (NAVCRUITDIST) to standardize advertising and LPT operations and maximize lead production.

4. Information

a. NAVCRUITREG Commanders and NAVCRUITDIST Commanding Officers have been delegated authority by references (a) through (c) to advertise in support of Navy Recruiting programs. This authority is limited in scope and cannot be re-delegated.

b. Navy Recruiting Command (NAVCRUITCOM) Local Advertising and Leads Branch (N912) provides guidance to the field for the effective use of local advertising funds in support of command recruiting objectives. The Local Advertising Management Section

(LAMS) of N912 provides the tools for detailed planning, execution, tracking, and evaluation of advertising. LAMS guidance is detailed in Chapter One of enclosure (1). In addition, the National Training Team (NTT), and NAVCRUITREG Advertising Leads Representatives, as available, will provide training and assist visits to District LPTs on an as needed basis. Annual leads audits per this instruction will continue to be handled by Region Leads representatives, depending on availability; otherwise, they will be completed by the NTT.

c. The LPT functions as the NAVCRUITDIST's central advertising and leads tracking primary point of contact. LPT responsibilities include, but are not limited to: planning, purchasing, and tracking advertising; maintaining the NAVCRUITDIST database for name lists; generating all direct mail and newspaper initiatives; processing incoming responses and forwarding qualified leads to recruiters; tracking the disposition of all leads forwarded to recruiters (including leads generated from national advertising); maintaining the Navy Recruiting Station (NAVCRUITSTA) address and zip code territory database. LPT operating procedures and guidance are detailed in Chapters Three through Seven of enclosure (1).

d. Local Advertising is used to generate enlisted and officer leads for recruiter follow-up. National advertising awareness leads complement local leads. They are tracked by an established set of operating procedures similar to local leads. Both systems are tied to one another and are coordinated through the LPT using the web-based Navy Advertising and Leads Tracking System (NALTS) for active leads, and COMNAVCRUITCOM Integrated Recruiting Information Management System (CIRIMS) database for reserve leads. NALTS guidance is provided in the NALTS User's Manual, which is provided to each NAVCRUITDIST and NAVCRUITREG (as necessary) by NAVCRUITCOM N912.

5. Discussion. NAVCRUITDISTs that follow the guidelines of this instruction should be able to achieve the minimum acceptable metrics for leads. These include:

a. Active Enlisted:

(1) A combined National and Local Leads Contribution to Goal equal to or greater than 34%.

(2) National Enlisted Leads Conversion Rate percentage equal to or greater than 5%.

(3) Local Enlisted Leads Conversion Rate equal to or greater than 5%.

b. Reserve Enlisted. Combined National and Local Enlisted Leads Conversion Rate percentage equal to or greater than 5%.

c. Active Officer (must achieve two of three):

(1) Combined National and Local Leads Contribution to Goal equal to or greater than 20%.

(2) National Officer Leads Conversion Rate percentage equal to or greater than 2%.

(3) Local Officer Leads Conversion Rate equal to or greater than 5%.

d. Reserve Officer. Combined National and Local Enlisted Leads Conversion Rate percentage equal to or greater than 3%.

6. Action

a. NAVCRUITREG Commanders and NAVCRUITDIST Commanding Officers shall ensure that each NAVCRUITDIST has a completely functional LPT at all times.

b. District Senior Trainers should ensure Recruiters, Recruiters-in-Charge (RinCs), Zone Supervisors (ZS), Officer Programs Officers (OPOs), Enlisted Programs Officers (EPOs), Chief Recruiters (CRs) and regional staffs are trained on the basic functions of advertising and leads (local and national) that relate to their responsibilities. Specifically, recruiters and recruiting managers shall be accountable for the effective follow-up of both local and national leads.

c. Policies, programs, or procedures contained in this manual, which contradict any other directive, shall be brought to the attention to NAVCRUITCOM N912. Recommendations for improvements to operating procedures should be forwarded to NAVCRUITCOM N912.

7. Forms and Reports. A complete listing of forms and reports contained in this manual can be found on page vii.

/s/
JERRY R. ANDERSON
By direction

Distribution:
Electronic only, via
<http://www.cnrc.navy.mil/Publications/directives.htm>

UNCLASSIFIED

Commander, Navy Recruiting Command

FIELD ADVERTISING MANUAL

4 February 2009

Prepared for:

Navy Recruiting Command Personnel

Navy Recruiting Command Point of Contact

Local Advertising and Leads Branch

N912

5722 Integrity Drive

Millington, TN 38054-5057

Telephone/DSN: 882-9410/9411/9413/9051

Telephone/Commercial: (901) 874-9410/9411/9413/9051

Any comments concerning this document, especially in relation to ways of improving and in the correction of any errors noted, are appreciated.

Please use the recommended change form located on page xiv.

Distribution limited to Department of the Navy, Navy Recruiting Command (NAVCRUITCOM) personnel and authorized representatives. Additional copies of this document can be obtained via NAVCRUITCOM intranet at <http://www.cnrc.navy.mil/Publications/directives.htm> or NAVCRUITCOM N912.

UNCLASSIFIED
RECORD OF CHANGES

CHANGE		DATE RECEIVED	DATE INSERTED	INITIALS	DESCRIPTION
NO.	DATED				

Table of Contents

	<u>PAGE</u>
Table of Contents	iii
List of Effective Forms and Reports	vii
List of Effective Pages	viii
Brief of Significant Changes	ix
Change Recommendation to Field Advertising Manual	x

CHAPTER ONE

LOCAL ADVERTISING AND LEADS MANAGEMENT POLICY

<u>ARTICLE</u>	<u>PAGE</u>
Key Points.	1-1
101. Advertising Objective	1-2
102. Local Advertising and Leads Management Branch . .	1-2
103. Advertising Authority	1-2
104. Purchase Authority.	1-3
105. Advertising Tracking.	1-4
106. Advertising vs. Non-Advertising	1-4
107. Newspaper Advertising	1-5
108. Direct Mail	1-6
109. Other Media	1-6
110. Sponsorships	1-10
111. Merchandising	1-11
112. Local Advertising Planning.	1-11
113. Creative Policy	1-12
114. Funding for NROTC College Advertising	1-12
115. NROTC Prospecting Lists	1-13
Summary of Key Points	1-16

CHAPTER TWO

LOCAL LEADS ORGANIZATIONAL RESPONSIBILITIES

<u>ARTICLE</u>	<u>PAGE</u>
Key Points.	2-1
201. Overview of Chapter Guidance.	2-2
202. Navy Recruiting Command	2-2
203. Navy Recruiting Regions	2-3
204. Region Leads Representatives	2-6
205. Navy Recruiting Districts	2-7
206. Leads Overview.	2-12
207. LPT Organization and Functional Responsibilities.	2-14
208. LPT Resources and Funding	2-21
Summary of Key Points	2-25
Tab A - Personnel Qualification Standards	2-A-1
Tab B - Sample Training Syllabus.	2-B-1
Tab C - Booth Rental/Event Standardized Operating Procedures	2-C-1

CHAPTER THREE
LOCAL (NAVCRUITDIST) LEADS POLICY AND OPERATING PROCEDURES

<u>ARTICLE</u>	<u>PAGE</u>
Key Points	3-1
301. District Commanding Officers	3-2
302. LPT Leads Procedures	3-5
303. ADCO Leads Procedures	3-10
304. Procedures for Tracking College Advertising . . .	3-12
305. LPT Actions	3-12
306. Station Visits	3-12
307. Directions for Use of TAB F	3-13
308. Directions for Use of TAB G	3-13
Summary of Key Points	3-14
 Tab A - LPT Telephone Script-Enlisted	 3-A-1
Tab B - LPT Telephone Script-Officer	3-B-1
Tab C - Campus Visit Lead Tracking Information . .	3-C-1
Tab D - Local (NAVCRUITDIST) Leads Policy and Operating Procedures	 3-D-1
Tab E - Recruiter Lead Follow-up Procedures . . .	3-E-1
Tab F - Executive Screening Phone Power Script . .	3-F-1
Tab G - LPTS Station Visit Checklist	3-G-1

CHAPTER FOUR
GUIDANCE FOR PREPARING FISCAL YEAR
LOCAL (NAVCRUITDIST) ADVERTISING PLANS

<u>ARTICLE</u>	<u>PAGE</u>
Key Points	4-1
401. Introduction to Advertising Planning	4-2
402. Local Advertising Plan Organization	4-2
403. Advertising Planning Responsibilities	4-3
404. Advertising Guidance	4-5
405. Developing Objectives and Strategies	4-7
406. Determining Lead Ratios to Goals	4-9
407. Developing Media Channels	4-10
408. Direct Mail Planning Charts	4-14
409. Projected Expenditure (PE) Report	4-16
Summary of Key Points	4-18
 Tab A - Media Symbols/Programs Symbols	 4-A-1
Tab B - Request/Approval for Authority to Advertise (NAVCRUIT 1535/1)	 4-B-1
Tab C - Sample Ad Planning Worksheets	4-C-1
Tab D - Sample Direct Mail Planning Charts . . .	4-D-1

CHAPTER FIVE
NEWSPAPER CAMPAIGNS

<u>ARTICLE</u>	<u>PAGE</u>
Key Points	5-1
501. Government-Wide Purchase Card	5-2
502. Authorized Users	5-2
503. Advertising Placement	5-2
504. Account Verification	5-4
505. Order Processing by Supply	5-5
506. Tracking and Analysis	5-5
507. Newspaper Contracts	5-6
Summary of Key Points	5-8
 Tab A - Newspaper Current Rates Sheet	 5-A-1
Tab B - Order Sheet for Newspaper Advertising . .	5-B-1
Tab C - FASTDATA Online System Procedures for Classified Ads	5-C-1
Tab D - Citibank Billing Statement Reconciliation	5-D-1

CHAPTER SIX
LOCAL (NAVCRUITDIST) DIRECT MARKETING (LDM) CAMPAIGNS

<u>ARTICLE</u>	<u>PAGE</u>
Key Points	6-1
601. Responsibilities	6-2
602. Local Direct Marketing Program	6-2
603. Name List Management	6-3
604. Seeding Mail-Outs.	6-3
605. Address Standardization.	6-7
606. Mailings	6-8
607. Tracking and Analysis.	6-8
608. DM and EM Costs.	6-9
Summary of Key Points	6-9
 Tab A - Direct Mail/Email Name List Purchase/ Rental Request	 6-A-1

CHAPTER SEVEN
NATIONAL LEADS

<u>ARTICLE</u>		<u>PAGE</u>
	Key Points	7-1
701.	General	7-2
702.	Navy Opportunity Information Center (NOIC)/ National Navy Recruiting Information Center (NNRIC)	7-2
703.	Cyberspace Blueprinting	7-3
704.	National Leads Change	7-4
705.	NAVCRUITSTA Territory and Zip Code Database . . .	7-4
	Summary of Key Points	7-6
	Tab A - NNRIC Automated Call Tree	7-A-1
	Tab B - Sample National Leads Change	7-B-1
	Tab C - NAVCRUITDIST Territory Transfer	7-C-1
	Common Local and National Advertising Terms and Abbreviations	A-1
	Glossary	B-1
	Index	C-1

List of Effective Forms and Reports

1. The following forms are available via:
<http://www.cnrc.navy.mil/Publications/directives.htm>

<u>Form</u>	<u>Title</u>
a. NAVCRUIT 1535/1	Request/Approval for Authority to Advertise (Rev. May 08)
b. NAVCRUIT 1500/2	Training Syllabus (Rev. 11/06)

2. The following reports are available through NALTS:

*End of Month Reporting Suite

- a. *Monthly FYTD Local Leads Analysis Report
 - b. *Monthly FYTD Status Summary/Ranking Report
 - c. *Disposition (formerly Feedback) Analysis Report
 - d. National and Local Contract Analysis Reports
 - e. Overdue Leads Report (NALTS)
 - f. Newspaper Ad Evaluation Report
 - g. Other Media Evaluation Report
 - h. Direct Mail Tracking Report
 - i. DM Mailing Audit Report (FYTD or month)
 - j. Projected Expenditure Report
 - k. Detailed Lead Record of each New Contract Select
 - m. Leads per District by Transaction State Reports, Monthly Leads Production "Summary" or "Detail" Report
- *CIRIMS Reports
- o. *Unassigned Leads Report
 - p. *Overdue Leads Report

List of Effective Pages

Page #	Ch	Page #	Ch	Page #	Ch	Page #	Ch
i	0	2-A-1	0	4-14	0	A-3	0
ii	0	2-B-1	0	4-15	0	B-1	0
iii	0	2-C-1	0	4-16	0	B-2	0
iv	0	2-C-2	0	4-17	0	B-3	0
v	0	2-C-3	0	4-18	0	B-4	0
vi	0	2-C-4	0	4-19	0	B-5	0
vii	0	3-1	0	4-A-1	0	B-6	0
viii	0	3-2	0	4-B-1	0	B-7	0
ix	0	3-3	0	4-C-1	0	B-8	0
x	0	3-4	0	4-C-2	0	B-9	0
xi	0	3-5	0	4-C-3	0	B-10	0
1-1	0	3-6	0	4-C-4	0	B-11	0
1-2	0	3-7	0	4-C-5	0	B-12	0
1-3	0	3-8	0	4-C-6	0	B-13	0
1-4	0	3-9	0	4-C-7	0	B-14	0
1-5	0	3-10	0	4-C-8	0	B-15	0
1-6	0	3-11	0	4-C-9	0	C-1	0
1-7	0	3-12	0	4-D-1	0	C-2	0
1-8	0	3-13	0	4-D-2	0	C-3	0
1-9	0	3-14	0	5-1	0		
1-10	0	3-15	0	5-2	0		
1-11	0	3-A-1	0	5-3	0		
1-12	0	3-B-1	0	5-4	0		
1-13	0	3-C-1	0	5-5	0		
1-14	0	3-D-1	0	5-6	0		
1-15	0	3-D-2	0	5-7	0		
1-16	0	3-D-3	0	5-8	0		
1-17	0	3-D-4	0	5-A-1	0		
1-18	0	3-D-5	0	5-B-1	0		
2-1	0	3-E-1	0	5-C-1	0		
2-2	0	3-E-2	0	5-C-2	0		
2-3	0	3-E-3	0	5-D-1	0		
2-4	0	3-E-4	0	5-D-2	0		
2-5	0	3-E-5	0	6-1	0		
2-6	0	3-E-6	0	6-2	0		
2-7	0	3-E-7	0	6-3	0		
2-8	0	3-F-1	0	6-4	0		
2-9	0	3-G-1	0	6-5	0		
2-10	0	3-G-2	0	6-6	0		
2-11	0	3-G-3	0	6-7	0		
2-12	0	3-G-4	0	6-8	0		
2-13	0	3-G-5	0	6-9	0		
2-14	0	3-G-6	0	6-10	0		
2-15	0	4-1	0	6-A-1	0		
2-16	0	4-2	0	7-1	0		
2-17	0	4-3	0	7-2	0		
2-18	0	4-4	0	7-3	0		
2-19	0	4-5	0	7-4	0		
2-20	0	4-6	0	7-5	0		
2-21	0	4-7	0	7-6	0		
2-22	0	4-8	0	7-7	0		
2-23	0	4-9	0	7-A-1	0		
2-24	0	4-10	0	7-B-1	0		
2-25	0	4-11	0	7-C-1	0		
2-26	0	4-12	0	A-1	0		
2-27	0	4-13	0	A-2	0		

Brief of Significant Changes

<u>Page</u>	<u>Article</u>	<u>Summary of Changes</u>
2	Promulgation Letter	-Adds 5-7% conversion rate for enlisted leads -Revises 30% to 20% of officer selects obtained through advertising
1-3	103	Micro-purchase authority up to a maximum of \$3,000 per action, with the exception of advertising purchase (remains at \$2,500)
2-C-1	Tab C	Adds Booth Rental/Event Standardized Operating Procedures
3-G-1	Tab G	Adds LPTS Station Visit Checklist
Throughout	Abbrev.	Local Direct Mail acronym changed from LDM to DM
Throughout	Reports	-List of Leads Report changed to Leads per District by Transaction State -Summary List of Accessions/New Contract Analysis Report changed to National and Local Contract Analysis -Feedback Analysis Report changed to Disposition Analysis Report
5-6	507	A purchase order (contract) is not required if a single purchase is less than \$2,500, and if: (1) The need cannot be defined in enough detail for FISC to determine how the paper would price the ads. (2) Numerous single purchases per paper (under \$2,500) are needed during the fiscal year.
Chapter 6		LDM is now the acronym used for Local Direct Marketing
6-3	603	Adds Local Email (EM) Program campaign
6-4	604a(1)	DAT/MCAT/SAT/ACT name lists shall not be used for phone prospecting. These examinees can only be mailed information on Navy scholarship program

opportunities via our national direct mail and e-mail campaigns or through the DM program. Once the individual responds to an advertising initiative, then he/she can be contacted by phone.

7-3

703

All national advertising leads (AC/RC enlisted, AC/RC officer) are forwarded to Cyberspace for blueprinting. Leads determined 'QUALIFIED' are then imported into RTOOLS, OTOOLS, and CIRIMS.

Note: Also adds, deletes and revises numerous other procedures.

Change Recommendation to Field Advertising Manual

Date: _____

From: _____

To: Navy Recruiting Command (N912)

Subj: RECOMMENDED CHANGE TO THE FIELD ADVERTISING MANUAL

1. Request the following be reviewed and considered for change in the Field Advertising Manual:

Chapter	
Article(s)	
Page(s)	

Recommendation:

Why is this change recommended? (Justification):

Submitted by:	
Telephone Number:	
Email Address:	

KEY POINTS

CHAPTER ONE LOCAL ADVERTISING AND LEADS MANAGEMENT POLICY

The following key points are emphasized in this chapter:

- The Primary Objective of Local Advertising
- The Difference between Advertising Authority and Purchase Authority
- Advertising vs. Non-Advertising
- The three forms of Advertising - Newspaper, Direct Mail and other Media - and how they produce leads
- Merchandising
- Creative Policy
- Funding for NROTC College Advertising
- Sponsorships

CHAPTER ONE
LOCAL ADVERTISING AND LEADS MANAGEMENT POLICY

101. ADVERTISING OBJECTIVE. The Director, Advertising and Marketing Department (N9) is the Program Manager for all matters pertaining to local advertising and the supporting management systems established to monitor its effectiveness. The primary objective of local advertising is the generation of qualified active and reserve leads for recruiter follow-up, as compared to national advertising, which is directed primarily toward creating awareness, influencing attitudes toward the Navy, and stimulating interest about opportunities in the Navy, and branding. Significant advertising funding is controlled at the local level to support recruiting programs and wide delegation of authority is granted to advertise in local media. It is essential that each Navy Recruiting District (NAVCUITDIST) Commanding Officer and Navy Recruiting Region (NAVCUITREG) Commander develop a detailed executable fiscal year local advertising plan, based on command marketing objectives and past advertising tracking analysis, carefully monitoring advertising expenditures to ensure that these plans are followed as closely as possible. For detailed guidance in developing Objectives and Strategies, see Article 405.

102. LOCAL ADVERTISING AND LEADS MANAGEMENT BRANCH. To help field commands with all facets of their local advertising efforts, NAVCRUITCOM has established a Local Advertising and Leads Branch (N912) under the Director, Advertising and Marketing Department. The primary function of the Local Advertising Management Section (LAMS) personnel assigned to this Code is to provide field activities with limited on-site advertising planning, execution, tracking and evaluation assistance in coordination with the Training and Assessment Team (N71) and the Region Leads Representatives. Priority is given to NAVCRUITDISTs with below average leads production, and a recent turnover of personnel. Normally, on-site training/assist visits are arranged with NRC N72; however, training assistance can be requested at any time. NRC N71, along with LAMS personnel, helps to facilitate two Leads Production Team (LPT) Supervisor/Advertising Coordinator classes at NAVCRUITCOM ORIENT UNIT each year for newly reporting personnel. Quota requests and prerequisites are available on the NAVCRUITCOM ORIENT UNIT website.

103. ADVERTISING AUTHORITY. The Secretary of the Navy has delegated authority to the Commanders of NAVCRUITREGs and Commanding Officer of NAVCRUITDISTs to advertise in their

respective NAVCRUITREG and NAVCRUITDIST in printed and electronic media exclusive to their territory in support of Navy recruiting programs.

a. Authority includes: Advertising in direct mail; newspapers and magazines of general circulation; newspapers, magazines and/or periodicals of high schools and colleges; train, bus, and taxi placards; recruiting posters; billboards and other outdoor advertising; event programs for sporting events, fairs, exhibitions and special celebrations; on radio, television and on the Internet, **as not to duplicate current national advertising efforts.**

Note: Only Public Service Announcements (PSAs) are authorized for local television media.

b. Further, the Secretary of the Navy limits advertising authority for NAVCRUITREG Commanders to \$5,000 per action and \$2,500 per action for NAVCRUITDIST Commanding Officers. The NAVCRUITREG Commander and/or NAVCRUITCOM must authorize advertising in excess of these limitations.

c. A copy of all NAVCRUITDIST active advertising initiatives over \$5,000 should be forwarded for review to NAVCRUITCOM N912, with a properly completed request/approval for Authority to Advertise (NAVCRUIT 1535/1), via the NAVCRUITREG representative, prior to advertising.

Personnel Delegated Signature Authority for NAVCRUIT 1535/1

NAVCRUITCOM N9/NAVCRUITREG Commander/Commanding Officer	Authorizing Official
NAVCRUITREG Commander/ Commanding Officer/- OPO/EPO/LPTS	Recommending Official
Commanding Officer/LPTS/ADCO	Requesting Official

Note: Procedures for separation of functions must be followed per procurement regulations.

104. PURCHASE AUTHORITY. Open purchasing authority is completely separate from advertising authority and can be received only from Fleet Industrial Supply Center (FISC) by letter (per NAVSUPINST 4200.85) prior to the execution of any purchase action. The FISCs may grant Navy shore activities open purchasing authority up to a maximum of \$3,000 per action. It is emphasized that purchase authority should not be construed as

authority to advertise. Aggregate purchases exceeding \$3,000 per year for any one vendor require a yearly maintenance contract. (See paragraph 507).

105. ADVERTISING TRACKING. To ensure that advertising placed locally generates qualified leads efficiently, all active and reserve advertising shall be tracked and evaluated through the LPT. Advertising tracking and evaluation procedures are provided in Chapter Three. The LPT orders and/or places all advertising media and all direct mail for the NAVCRUITDIST, screens and tracks responses to local advertising for both enlisted and officer (active and reserve) programs, tracks national advertising leads, updates/maintains the NALTS and CIRIMS database and all direct mail name lists. NAVCRUITDISTs should purchase subscriptions for major metropolitan daily and/or Sunday newspapers in which they advertise on a weekly or bi-weekly basis, if they are unable to obtain these newspapers free from any other source. These subscriptions are considered advertising expenses for proof of performance and shall be used to ascertain correct placement of ads, evaluate advertising effectiveness, and to provide samples for the advertising evaluation file (discussed in Chapter 5).

106. ADVERTISING VS NON-ADVERTISING. NAVCRUITCOM allocates advertising ceiling and funds to each NAVCRUITDIST for the local purchase and placement of lead-generating advertising. Funds allocated for local advertising are fenced and shall not be used for any other purpose. Media purchased with local advertising funds shall be media listed in Article 103 of this manual.

All initiatives must meet all the following requirements to be considered local advertising and therefore eligible for local advertising funds:

a. All advertising shall include a call to action, which is defined as an offer or invitation including the LPT telephone number and/or email address, designed to generate inquiries concerning Navy opportunities.

b. All advertising must be directed toward the target markets defined in Article 407.

c. All advertising must include a method for attributing the number of leads generated to the advertising initiative to facilitate an evaluation of the Return On Investment (ROI) by NAVCRUITCOM.

(1) All costs directly associated with placing advertisements in these media are considered advertising costs. This includes production and printing costs; however, local advertising production costs incurred for print advertising layout, typesetting and art/mechanical outside of the Local Direct Marketing (LDM) program, shall be captured under other media.

(2) Print costs for placards, recruiting posters or direct mail pieces are considered advertising and must be printed or contracted either through the Government Printing Office (GPO) or Defense Automation and Production Service (DAPS) as required by Publications and Printing Regulations P35. Costs for paper supplies, ink cartridges, labels and envelopes used in producing small volumes (1,000 or less) of these items in-house (by means of computer word processing equipment, etc.) are chargeable to advertising if it can be shown that these supplies were used exclusively for advertising.

107. NEWSPAPER ADVERTISING. NAVCRUITDISTs will place newspaper ads directly with newspapers or bulk rate contract for expenditures greater than \$2,500 per year for a single newspaper. A contract is not required if a single purchase is less than \$2,500. Explicit procedures are outlined in Chapter Five. The LPTS or ADCO purchase card will be used to pay for all newspaper advertising, including a yearly volume contract with a newspaper (i.e., Rate holder, etc.). If a yearly contract is used or a newspaper will not accept the purchase card, normal contracting and check writing procedures will be observed and implemented. The LPTS and/or ADCO will be designated procurement officials and cardholders for newspaper advertising. The ADCO is authorized to be both the requestor and the buyer for newspaper advertisements, but not the receiver. Someone other than the buyer must sign for receipt of such services to maintain procurement integrity. All cardholders are required to receive procurement training for purchase card use. COMNAVCRUITCOMINST 4400.1, Chapter 4, applies. Each NAVCRUITDIST will place ads by accessing the LDM website through NALTS, by choosing "Ad Pack". Recommended changes to the body of an ad must be approved by the Commanding Officer of the NAVCRUITDIST. Headlines shall not be changed due to the Ad source code being associated with it.

Note: High school/college newspapers, magazines, and/or periodicals provide a good opportunity to reach the target market and can be cost efficient; however, several factors including quality and effectiveness must be considered first.

Many high school newspapers may be newsletters that are printed at very low cost on an office copier. Poor quality publishing will diminish advertising regardless of how well thought out or professional it is. Publications of a particular school may not actually reach the student body as the students may rarely read many official publications. Checking with students of a particular school is a good way to determine if the publication will actually reach the target market.

108. DIRECT MAIL. Direct mail is a very important local advertising resource. All active NAVCRUITDIST direct mail services are conducted through a secure web-ordering system via the Navy Advertising Leads Tracking System (NALTS). NAVCRUITCOM N912 tracks expenses associated with printing, list cleansing and postage, based on NAVCRUITDIST ad plans, as mailings are conducted.

Note: To preclude duplication of nationally purchased lists, purchases of all direct mail name lists costing more than \$1500 shall be authorized in advance by NAVCRUITCOM N912, using the form in Chapter Six, Tab A. If applicable, NAVCRUITDISTs are authorized to pay a processing fee when name lists are purchased from high schools. The LPT is not authorized to purchase high school junior or senior names (or names younger than 18 years of age) from a commercial vendor. These names are provided by DoD for all services, and are provided, at no cost, to NAVCRUITDISTs throughout the year as they become available. However, if needed, these names may be purchased directly from a school system to supplement DoD provided names. Two and four-year college names are also provided by DoD periodically throughout the FY, which should preclude the necessity of purchasing them locally.

109. OTHER MEDIA

a. The purchase of "give aways", Recruiting Aids (RADS) and promotional items (key chains, bumper stickers, pens, pencils, highlighters, towels, skull caps, patches, internal publications, sweat suit, T-shirts, ball caps, etc.) is not considered other media. All advertising initiatives using media other than newspaper, direct mail, and postage must include a justification describing the following:

(1) Event Description/Proposal

(2) Location

(3) Expected Target Audience for the event

(4) Number of Leads/Cost Per Lead generated by similar events (substantiated by historical after-action data, if available)

(5) Cost

(6) Number of placements and text of any advertising used

(7) Proposed Scripts (TV/radio)

(8) Tracking mechanism(s)

LPTs may use funds for other media with the following stipulations:

b. Local Advertising funds are fenced and mandated by SECNAV instruction to be spent only on advertising initiatives.

c. As required, all initiatives over \$2,500/\$5,000 will be routed to the NAVCRUITREG/NAVCRUITCOM respectively for approval via NAVCRUIT 1535/1 (along with any proposals, justifications and expectations). The exceptions are name list purchases and data entry expenses, which will continue to be handled as directed in Article 108

d. Initiatives that are being purchased on a national basis will not be duplicated.

e. All advertising initiatives must be entered into and executed via the NAVCRUITDIST's Ad Plan in NALTS for tracking and ROI evaluation.

f. NAVCRUITCOM N92 and N912 must review and approve all radio and TV scripts for content prior to use.

g. All advertising will be in good taste and always show Navy positively. No outdated slogans or taglines shall be used.

h. NAVCRUITDIST shall NOT create their own Navy web sites for advertising and marketing, or include any advertising on NAVCRUITDIST administrative websites per COMNAVCRUITCOMINST 5720.12A.

i. After action reports on all "Other" media initiatives shall be forwarded to NAVCRUITCOM N9, via N912, 90 days after the start date of the initiative and again after six months has passed. After action reports on Other media initiatives will allow N912 to determine the benefits of that initiative and assist with constructing a "lessons learned" to share with other NAVCRUITDISTs and N9.

j. NAVCRUITREG Commanders may place any additional restrictions on the use/approval of the funds for their NAVCRUITDISTs as they see fit.

k. NAVCRUITDIST CO's will be held accountable for the proper, legal use of their advertising funds and ensuring local advertising is an effective generator of leads. In order to ensure accurate ROI measurement, all leads and contracts generated from local advertising initiatives shall be entered into NALTS.

Note: Other media should only be used when newspapers or direct mail are ineffective in reaching all segments of target market.

l. General guidance for Other Media usage:

(1) General circulation magazines appealing to the target audience will usually overreach the audience both in age and geographic market area and therefore are not cost efficient and may duplicate national efforts. NAVCRUITREG or local general audience publications that offer a reasonable rate are more cost effective alternatives for reaching the desired target market.

(2) Community publications can also provide a good opportunity to meet the target market; again, several factors including publication rate, circulation rate, and longevity of the publication should be evaluated prior to purchasing this type of media. The publication rate is the number of copies run at press time. This is usually a number that makes sense for printing purposes and is always larger than the circulation rate. The circulation rate is the number of subscribers plus the actual number sold at newsstands. The circulation rate is required to determine the potential target market and to evaluate the expected return on investment. New publications always offer premium prices for new advertisers. Remember these are unproven media. Do not use these media until the publication has established the desired share of the target market. Avoid publications whose only purpose is selling

advertising. Examples of publications, which only exist to sell advertising, are restaurant guides, which feature reviews of only restaurants that advertise in the guide. Also avoid weekly shoppers, auto sales, real estate guides and telephone books.

(3) High school yearbooks are usually wasted advertising. Most businesses advertise in these books do so to support the school rather than the effect of the advertising. Yearbooks are keepsakes. Students aren't reading the yearbook, but rather looking up friends and getting autographs.

(4) Train, bus, and taxi placards are advertising presented outside of the home and should be avoided. Since these are on moving platforms, there is no objective measure of the exposure these media receive. Generally, these media are too expensive for local advertising budgets. Placards at bus stops or inside a bus or taxi may; however, reach a captive audience. Cost should be the factor here.

(5) Recruiting posters and banners should be posted in stores and locations popular with the target market; including bowling alleys, shopping malls, schools and libraries by concerned citizens who want to help recruit the very best for the defense of America. Local advertising funds are not authorized to pay for recruiting posters/banners.

(6) Billboards and other outdoor advertising are also presented outside of the home and are generally an expensive buy. Instead, ask the vendor to use a posting as part of our public service campaign, rather than paying rent for the space. NAVCRUITCOM has billboard print available and can ship it directly to the vendor. Billboard print may be obtained by contacting the Program Advertising Management Branch (N9131). NAVCRUITDISTs are only authorized to pay a posting fee from local advertising funds.

(7) Event programs for sporting event, fairs, exhibitions and special celebrations, and use of signage at such events is generally too expensive. However, the use of programs may be effective if a call to action such as a Business Reply Card (BRC) is included. The only time signage makes sense is if it is part of a purchase of a booth rental at an event where recruiters have the opportunity to get up close and personal with the target audience. (See booth rental/event policy and procedures starting on page 2-C-1.)

Note: It is important to note that: Local advertising media funds are authorized to purchase signage but not booth rental. Booth rentals must be paid from separately allocated advertising funds.

(8) Radio is the best mass media that can be purchased locally with prior approval by NAVCRUITCOM N9 to supplement national efforts. National radio commercials may not be used in a local buy. The talent and residuals on these spots are based solely on the usage that the national advertising agency has negotiated and paid for. Scripts to be read locally by the announcer (live read) may also be used. NAVCRUITCOM N912/N922 must approve all scripts before airing.

(9) Television generally is too expensive to buy locally. National television commercials may not be used because the talent and residuals are paid by the national advertising agency for specific use. However, there are venues of television that could be purchased and are recommended, such as local cable, campus stations or just a good buy on the matinee movie during peak recruiting times. NAVCRUITCOM N912/N922 must approve all television advertising before airing. It is recommended that NAVCRUITDISTs work with NAVCRUITCOM to develop a commercial tailored for specific uses.

(10) Internet advertising on local job boards can generate leads. Most internet advertising mediums are primarily image or awareness vehicles and gather leads secondarily. NAVCRUITCOM N921 must approve all internet advertising per COMNAVCRUITCOMINST 5720.1.

(11) Skywriting, hot air balloons and inflatable images are rarely effective lead generating tools. Limited advertising resources should not be expended on these endeavors, no matter how promising. These venues are designed to stimulate consumer purchases that is immediate or impulse buying, but do not generate any significant response to warrant consideration.

110. SPONSORSHIPS

a. To assist in recruiting efforts, if funds are available, regionalized advertising initiatives may be contracted in the form of a sponsorship. Sponsorships under this policy refer to sporting events or teams (collegiate or professional). NAVCRUITDISTs must ensure that the initiative remain within the guidelines established for "other media" usage. Commanding Officers are accountable for the proper, legal use of these

additional funds and for ensuring the venue is an effective generator of leads and contracts for the District. That also means that these funds are not to be used solely for advertising awareness, as the primary purpose is leads generation.

b. Proper tracking and accountability is necessary. Prompt submission of an after action report to NAVCRUITCOM N9, via my N912, 90 days after the start date of the initiative and again after six months has passed. NAVCRUITDISTs shall ensure all leads and contracts generated by these events are entered into the NALTS database.

111. MERCHANDISING. Merchandising is an acceptable and legitimate aspect of the advertising business and is inherent in the media industry's approach to the sale of media space. In essence, it is a trade in kind connected with the purchase and sale of media space. It is important to note that merchandising does not give something for nothing; it is included in the cost of the media space purchased. However, it should not be given any weight in the determination of whether to buy or not to buy. Merchandising support is an extra, non-media benefit that can be associated with buying media. Merchandising benefits will be tightly controlled, and stringent precautions shall be taken to ensure that no merchandising benefits accrue directly or indirectly to recruiting personnel without a direct correlation to recruiting. The entire merchandising program is closely intertwined with Standards of Conduct considerations (SECNAVINST 5370.2). Each situation should be examined by the NAVCRUITDIST Commanding Officer to ensure that naval personnel, as defined by SECNAVINST 5370.2, are not receiving any private gain as a result of the contract in question, such as free tickets to sporting events. All benefits must go to members of the target market, not to members of the Navy Recruiting Command. Any questions concerning merchandising practices should be directed to NAVCRUITCOM N912.

112. LOCAL ADVERTISING PLANNING. The function of planning is to determine mission objectives and then to develop the best strategies, based on research and experience, for meeting these objectives, in order to allocate resources effectively. Planning is an essential element of good local advertising management. The primary objective of local advertising is to generate qualified leads cost-efficiently in sufficient quantity for recruiters to meet Command-marketing objectives. The objective can best be accomplished through advertising in daily and Sunday newspapers and by using selected directed mail name lists for work force leads, and through direct mail and college

newspapers for leads from the school market. In some cases, advertising in specifically targeted magazines and other publications can also be effective in generating leads. Other media should only be used when newspapers or direct mail are ineffective in reaching all segments of target market. In most cases, newspapers and direct mail are more cost efficient in generating leads than magazines. Specific data entry guidance on how to develop a local advertising plan, including an Advertising Plan Worksheet, is provided in Chapter Four. Guidance on building the AdPlan can also be found in the NALTS User's Manual.

113. CREATIVE POLICY. All Navy recruiting advertising, whether paid or public service, will be truthful in all respects; will make no promises (actual or implied) that cannot be fulfilled within current programs and policy; will be in utmost good taste at all times and will reflect the Navy's high standards of pride, professionalism, and performance. This advertising policy will apply to all advertising originated by or for Navy Recruiting Command at the national, NAVCRUITREG or NAVCRUITDIST level. There will be no exceptions. To ensure high standards are maintained, all locally generated advertising shall be reviewed and approved by the NAVCRUITDIST Commanding Officer or NAVCRUITREG (as appropriate) before initial use. Classified newspaper advertising that invite a response without identifying an employer is called **unidentified (or blind) advertising**. This type of advertising is highly effective in eliciting responses from the enlisted work force target market. NAVCRUITDISTs are encouraged to use this method. All phone responses from unidentified advertising must be processed with the approved telephone script contained in Chapter Three, page 3-A-1 or 3-B-1.

114. FUNDING FOR NROTC COLLEGE ADVERTISING. In support of NROTC recruiting, the Commander, Navy Recruiting Command provides funding, via the Commander, Naval Education and Training Command (NETC), for local advertising by Professors of Naval Science (PNS) at NROTC colleges and universities. These funds are administered by the Commanding Officers of NAVCRUITDISTs in whose recruiting territory NROTC units are located. Financial support for each PNS varies according to need, as determined by NETC. Allocation of PNS NROTC advertising funds for each fiscal year is provided in the Advertising Planning Guidance letter forwarded to NAVCRUITREG Commanders and allocated to NAVCRUITDISTs per this instruction.

a. Designated funds for each NROTC unit shall be used for local advertising and direct mail expenses incurred by the PNS in recruiting for the NROTC Program. PNS advertising expenditures are restricted to purchase of newspaper and magazine space, creating ads and letters and producing direct mail. This precludes the purchase of any promotional "give away" items, i.e., key chains, bumper stickers, patches, etc., as well as radio, television and outdoor advertising, or production of internal publications.

b. NAVCRUITDIST Commanding Officers will approve expenditures prior to obligation of funds by the PNS. If the PNS and NAVCRUITDIST Commanding Officer cannot agree on proposed expenditures, then the appropriate NAVCRUITREG Commander will resolve the conflict. Cases not amenable to resolution by the NAVCRUITREG Commander shall be forwarded to NAVCRUITCOM N9 for disposition. The PNS is responsible for planning the effective use of these funds to support recruiting. The NAVCRUITDIST's Commanding Officer is responsible for ensuring that these funds are expended per this instruction or other appropriate guidance. Procedures for the use of unobligated or unused funds are outlined in Article 205.

115. HIGH SCHOOL NROTC LISTS. Due to restrictions placed by the College Board, NAVCRUITCOM is unable to provide NROTC direct mail/prospecting lists, purchased by/through the advertising agency, directly to NAVCRUITDIST LPTs. However, NAVCRUITCOM, via the advertising agency, will make available the following lists, within the NALTS prospect pool for use during local mailings directly targeted towards prospective NROTC scholarship applicants:

- PSAT - From October testing; released in January of the following year.
- SAT - From October, November, December, January, March, May and June tests; normally released one to two months later.
- ACT - From September, October, December, February, April and June tests; normally released one to two months later.
- PLAN - Fall.

In addition, NAVCRUITDISTs are authorized to separately purchase any lists not provided for in the above listing for the purpose of DM, only if deemed necessary for goal attainment. In most cases, this will not be required. Duplicate purchases of nationally provided lists are not authorized for any reason. Minimum test score criteria are: SAT - 580V/570M; ACT - 25V/25M. You may purchase both majority and minority names as

needed and within the guidelines of name list purchases (see Article 603. If ordering from more than one name list company, order new names only after the initial buy to avoid duplication. The following points of contact are provided:

a. SAT/PSAT - Contact appropriate College Board Regional Office as follows (Include "The College Board" as the addressee for each of the addresses listed):

(1) New England Regional Office, 470 Totten Pond Road, Waltham, MA 02151-1982, (866) 392-4089 Fax: (781) 663-2743 email: NERO@collegeboard.org

(2) Middle States Regional Office, Two Bala Plaza, Suite 900, Bala Cynwyd, PA 19004-1501, (610) 667-4400 Fax: (610) 667-6998 email: MSRO@collegeboard.org

(3) Southern Regional Office, 3700 Crestwood Parkway, Suite 700, Duluth, GA 30096-7155, (866) 392-4088 Fax: (770) 225-4062 email: SRO@collegeboard.org

(4) Midwest Regional Office, 6111 North River Road, Suite 550, Rosemont, IL 60018-5158, (847) 653-4500 Fax: (847) 653-4528 email: MRO@collegeboard.org

(5) Southwest Regional Office, 4330 South MoPac Expwy, Suite 200, Austin, TX 78735, (866) 392-3017 Fax: (512) 721-1841 email: SWRO@collegeboard.org

(6) Western Regional Office *, 2099 Gateway Place, Suite 550, San Jose, CA 95110-1017, (408) 452-1400 Fax: (408) 453-7396 email: WRO@collegeboard.org

* Includes Alaska and Hawaii.

b. ACT - Contact the following:

(1) ACT National Office, 500 ACT Drive, P. O. Box 168, Iowa City, IA 52243-0168, (319) 337-1000 Fax: (319) 339-3020

c. National Research Center for College and University Admissions (NRCCUA): www.nrccua.org. 3651 NE Ralph Powell Road, Lees Summit, MO 64064; or 900 SW Oldham Pkwy, Lees Summit, MO 64081; 800-862-7759 or 816-525-2201 Fax: 816-525-9401.

(1) Background. NRCCUA is a very respected supplier of college bound names and has been a leader in this market for the last 30 years. The NRCCUA names are gathered via surveys (not a test) administered at will by school counselors/teachers. The survey, which features multiple-choice answers to preference-type questions about colleges and going to college, is filled out by students within their respective high school. Students express interest in certain career fields, e.g. military, nursing, etc. The NRCCUA database is selectable by several factors including: geography, ethnicity, gender, and GPA. According to NRCCUA, they average more than 1.5 million students in their database.

(2) Point-of-View. Although the NRCCUA list is considered a high quality list source, serious consideration should be given *prior* to purchasing it on a local level for marketing to NROTC program prospects for the following reasons:

(a) Audience qualification. Although the NRCCUA list is selectable by GPA, it is uncertain whether the students selected will be eligible for NROTC based on their ACT/SAT scores. You must ask yourself: "Do I want to generate leads that will have a lower gross-to-eligible conversion rates?" Given the limited funding resources, it seems prudent to focus on students who, at the very least, already have eligible ACT/SAT test scores.

(b) Resources. The NRCCUA list is expensive - on par with the cost of ACT and SAT names. However, should the NAVCRUITDIST have the resources to purchase these names, you may do so, as needed, in an effort to supplement your direct mail efforts.

SUMMARY OF KEY POINTS

CHAPTER ONE

LOCAL ADVERTISING AND LEADS MANAGEMENT POLICY

➤ The primary objective of Local Advertising

Local advertising is meant to generate qualified leads cost efficiently in sufficient quantity for recruiter follow-up. All advertising criteria shall include a call-to-action, and a method of tracking (via the NALTS database). This includes RADS and PROMOS.

➤ The difference between Advertising Authority and Purchase Authority

Procurement is the acquisition of material or services to support the Command's mission. NAVCRUITCOM activities only have authority to make purchases (acquisitions) under Simplified Acquisition Procedures. Each NAVCRUITREG/NAVCRUITDIST has micro-purchase authority for supplies and services.

It is very important to remember that the authority granted from N9 to expend advertising dollars in amounts exceeding \$2500 per advertising purchase, does not supersede the purchasing procedures outlined in NAVSUPINST 4200.94 and NAVSUPINST 4200.85.

Purchases for advertising which exceed the \$2500 micro-purchase threshold must be forwarded to the appropriate supporting Contracting Office with authority to make the procurement.

Advertising authority also requires NAVCRUITREG approval for purchases exceeding \$2500 and NAVCRUITCOM approval for purchases exceeding \$5000.

When in doubt contact the NAVCRUITCOM Logistics Officer.

➤ Advertising vs. Non-Advertising

Local advertising funds are fenced and shall not be used for any other purpose. LPTs have unrestricted use of funds for general circulation newspapers, direct mail and postage, and other media.

Paper supplies, labels and envelopes used in producing items in-house are chargeable to advertising.

ADVERTISING AUTHORITY

Purchase Approval	Up to \$2,500	Exceeding \$2,500	Exceeding \$5,000
	NAVCRUITDIST	NAVCRUITREG	NAVCRUITCOM
	NAVCRUITDIST	NAVCRUITREG	NAVCRUITCOM
	NAVCRUITDIST	NAVCRUITREG	NAVCRUITCOM
Name Lists	Exceeding \$1,500		NAVCRUITCOM
Radio & TV Ads	NAVCRUITCOM N922 must approve before airing		
Internet	NAVCRUITCOM N923 must approve		
Newspaper Subscriptions	May not exceed \$400.00 for one year		
Purchase Card	Used for procuring newspaper advertising and booth rental fee		
PSAs	Are only authorized for TV advertising		
Newspapers	Contract required for advertising that exceeds \$2,500 per year, per paper		
Billboards	Only a posting fee will be paid for from District advertising funds. C-E creates and develops. Contact NRC N9131 for billboard sheets.		
Vehicle Wraps	<u>Standard</u> - N9 will pay ½ of one wrap up to \$1,500 (whichever is less) - limited to one wrap per NRD. <u>SEAL</u> - N9 will pay the entire cost of SEAL wraps - limited to two wraps per NRD.		
<u>Note:</u>	LPTs are to ensure at least 2-3 years are remaining on the GSA lease/contract prior to turning in the vehicle. Also this information is to be stated in the justification submitted with a 1535/1.		
Unwrapping	Other media funds should be projected/set aside each FY for planned/scheduled unwraps, reflecting the JON used to wrap vehicles. Advertising funds should not be used for vehicle maintenance.		

➤ The three forms of Advertising - Newspaper, Direct Mail, and other Media - and how they produce leads

NEWSPAPERS consist of commercial, college, and high school. The most effective use of daily newspapers is through classified advertising in the "help wanted" section. There is 100%

interest in jobs among your target audience. They are either looking for a job or contemplating a job change.

DIRECT MAIL consists of list purchases (as needed), printing of direct mail pieces, letter shop, and postage. Direct mail has the ability to reach markets with a message tailored just for that market. It can be an effective one on one communication if you have the right thing to say to the right people at the right time. It also has 100 times the selling power of space advertising.

OTHER MEDIA consists of magazines, Internet, newspaper subscriptions, placards, recruiting posters, billboard posting, bus, train, taxi, etc.

➤ **Creative Policy**

Be honest! Ensure all ads are accurate, current and truthful. Do not make any hand-written or typed-over changes on any form of advertising or RAD items. Unidentified (blind) classified advertising is by far the most effective and cost efficient means available to reach the highly transient workforce recruiting market. Although these classified advertisements may not identify Navy as the advertiser, respondents who call the listed telephone number, at no cost to themselves, are required to be immediately and repeatedly informed during the course of the initial screening interview that they are speaking with a Navy representative and that the advertised employment opening requires enlistment. Use of the call-in phone scripts (3-A-1 and 3-C-1) is required.

➤ **Funding for NROTC College Advertising**

The Professor of Naval Science at NROTC colleges and universities is responsible for planning the effective use of designated funds, administered by the NAVCRUITDIST's Commanding Officer, in support of local advertising and direct mail expenses.

KEY POINTS

CHAPTER TWO LOCAL LEADS ORGANIZATIONAL RESPONSIBILITIES

The following key points are emphasized in this chapter:

- Headquarters, Region and District Responsibilities
- The Role of the Leads Production Team (LPT)
- System Operation
- Leads Overview
- LPT Organization and Functional Responsibilities
- LPT Resources and Funding
- Leads Production Team Personnel Qualification Standards (PQS)

CHAPTER TWO

LOCAL LEADS RESPONSIBILITIES

201. OVERVIEW OF CHAPTER GUIDANCE. It is essential that standard policy and procedures set forth in this instruction, in COMNAVCRUITCOMINST 1136.2, and the NALTS User's Guide be followed in order to generate high quality leads for recruiter follow-up. Flexibility is provided in the areas of advertising, lead management, and direct mail follow-up to account for variances in NAVCRUITDIST resources and recruiting environments. The following is a partial summary of the guidance contained in this Chapter.

- a. Article 205 outlines LPT organization and functional responsibilities.
- b. Article 208 specifies minimum LPT manning requirements.
- c. Tab B provides a sample Training Syllabus for recruiter and LPT training.
- d. Reference (f) contains LPT Personnel Qualification Standards (PQS) for LPTs, ADCOs, LPT Assistants, and Mail List Managers.

202. NAVY RECRUITING COMMAND. The Director, Advertising and Marketing Department (N9) has responsibility for recruiting advertising and the supporting management systems necessary to ensure its effectiveness. N9 will designate a Headquarters Local Advertising and Lead Branch Manager (N912) to oversee the HQ LAMS as well as LPTs throughout NAVCRUITCOM. The Local Advertising and Leads Branch will provide guidance, training and assistance to both NAVCRUITREG and NAVCRUITDIST Leads personnel, via the NAVCRUITCOM N71 and the LAMS personnel (N9121/N9122/N9126), in order to ensure advertising systems fully support command needs. The LAMS are responsible for verifying the accuracy of monthly reports, compiling and analyzing statistical data, providing FY advertising and postage funding guidance to NAVCRUITREGs and NAVCRUITDISTs and tracking expenditures. Additionally, they recommend approval/disapproval of funding requests submitted on the NAVCRUIT 1535/1 (Rev. 5-08), Request/Approval for Authority to Advertising form, and other unfunded requests as needed. NAVCRUITCOM (N5) is responsible for leads analysis to include, but not limited to:

a. Compiling, analyzing and making recommendations to NAVCRUITCOM (N9) for improvement on all leads production data.

b. Preparing monthly statistical reports and studies making them available to all NAVCRUITDISTs by means of NAVCRUITCOM's Recruiting Quarterdeck website.

c. Reviewing analytic products produced by third parties on Navy or other military leads.

NAVCRUITCOM (N3) Cyberspace Division is responsible for deeper blueprinting leads and forwarding to appropriate recruiter management system for follow-up. See Chapter 7 for Cyberspace procedures.

203. NAVY RECRUITING REGIONS. NAVCRUITREG Commanders shall (subject to personnel availability):

a. Allocate local advertising budgets to NAVCRUITDIST based on annual NAVCRUITCOM Local Advertising Guidance letter.

b. Coordinate the preparation of detailed, lead generating, NAVCRUITDIST local advertising plans, active and reserve, using the NALTS application for cognizant NAVCRUITDISTs ensuring completion by 15 August for review by NAVCRUITCOM (N912). Objectives for advertising in support of Navy recruiting programs shall support command-marketing objectives by targeting a specific number of qualified leads and new contracts to be attained through advertising. The NAVCRUITDIST Local Advertising Plan serves as an addendum to the NAVCRUITDIST Marketing Operations Plan (MOP).

c. Ensure all advertising within the NAVCRUITREG is in compliance with NAVCRUITCOM policy as stated in Article 113.

d. Ensure the propriety of NAVCRUITDIST advertising requisitions, specifically that advertising purchasing procedures and advertising obligations meet the guidelines outlined in this instruction and in NAVSUPINST 4200.85 and reference (h).

e. Ensure NAVCRUITDISTs advertise per their approved advertising plans, authorizing changes to these plans throughout the year as necessary to meet changing recruiting priorities.

f. Ensure that approval of each NAVCRUITDIST local advertising action from the NAVCRUITDIST level is accompanied by

properly filled out NAVCRUIT 1535/1 documentation as required by reference (e). (See sample in Chapter Four, Tab B). The authorized approving authority must sign the original NAVCRUIT 1535/1 as designated by this instruction (or next/acting in command if the authorized approving authority is absent for at least 24 hours). This form must accompany the vendor's invoice as approval for payment when forwarded to the paying activity. NAVCRUIT 1535/1 for advertising action, which exceed the \$5,000 NAVCRUITREG advertising authority, must be forwarded to NAVCRUITCOM (N9) for review/approval.

g. Review advertising placement during NAVCRUITDIST visits, comparing the newspaper order forms with current rate sheets, statement of accounts, Outstanding Invoice Reports, and Cardholder Statement of Questioned Items.

h. Maintain files of each NAVCRUITDIST and NAVCRUITREG advertising action (NAVCRUIT 1535/1), supporting supply documents for current year and two previous fiscal years.

i. Monitor the effectiveness and efficiency of NAVCRUITDIST advertising in generating qualified leads and new contracts in support of command marketing objectives as stated in advertising plans. Monitor NAVCRUITDIST local advertising productivity against NAVCRUITDIST advertising plans and ensure action is taken to improve productivity if out of limits (see Article 405f).

j. Review expenditures made from funds allocated to NAVCRUITDISTs for use by Professors of Naval Science (PNS) to verify that these funds are spent per this Manual and or appropriate guidance.

k. Ensure that each NAVCRUITDIST has a completely functional LPT per NAVCRUITCOM guidance (see Article 207 and 208).

l. Review NAVCRUITDIST LPT productivity monthly and audit LPT files annually, to be completed by 30 September, to ensure their accuracy and to identify and help resolve any problems concerning operational procedures not in compliance with guidance. The audit can be on-site or conducted at the NAVCRUITREG.

(1) Enlisted Leads will be audited by comparing the (1) National and Local Contract Analysis Reports, (2) copies of the NAVCRUITDIST Enlisted 'SOLD' report **OR** 'DEPMAN' report from

PRIDE, (3) MEPS Track applicant printout **OR** USMEPCOM 680 (from MIRS computer system at MEPS), and (4) copies of the NALTS Leads Maintenance page **AND** the Dispositions page FOR EACH REPORTED LOCAL AND NATIONAL ADVERTISING NEW CONTRACT (See Article 301g).

(2) Officer Leads will be audited by comparing the (1) National and Local Contract Analysis Reports, (2) copies of the 'SELECT LETTER' (available in Web OTools when selected for program) **OR** printouts from Web OTools indicating date of 'Final Select' status **OR** Enlistment/Commissioning contract paperwork, and (3) copies of the NALTS Leads Maintenance page **AND** the Dispositions page.

Note: ALL Enlisted Contracts/Officer Selects with a TIW of five days or less will also need to be accompanied by a printout of their associated Web RTools/Web OTools records indicating they were not already being prospected or processed by the Recruiter prior to the Lead being generated. NAVCRUITREGs will verify accuracy of reported new contracts.

(3) NAVCRUITCOM (N912) is the POC for information concerning audit procedures. NAVCRUITDISTs, which are not in compliance with the guidance provided by this instruction, shall be directed to comply or receive NAVCRUITCOM approval to deviate from this instruction. After each audit, the NAVCRUITREG shall forward a letter to the Commanding Officer of the NAVCRUITDIST with the results of the audit. By 30 September each year, the NAVCRUITREG shall submit a letter to NAVCRUITCOM (N912) listing by NAVCRUITDIST, dates audits were completed, discrepancies found and actions taken to correct discrepancies. A sample audit letter can be found on the NAVCRUITCOM Quarterdeck under HQ NAVCRUITCOM Departments - (N912).

m. Direct NAVCRUITDISTs, which are below the FYTD NAVCRUITCOM average percentage Enlisted leads contribution to goal by more than three percentage points, or below the NAVCRUITCOM average percent Officer leads contribution relative to goal by more than ten percentage points, to take action, at a minimum, implementing a Plan of Action and Milestones (POA&M) to improve production within three months.

n. Review and analyze the following NALTS and CIRIMS reports (at least monthly) and provide feedback to the NAVCRUITDISTs detailing ways to correct discrepancies and improve cost-effectiveness of advertising and all lead production levels:

- (1) Monthly Status Summary Report (FYTD)
- (2) Monthly Status Ranking Reports (FYTD)
- (3) Disposition Analysis Report (FTYD)
- (4) FYTD Local Leads Analysis Report
- (5) Newspaper Tracking Reports
- (6) Direct Mail Tracking Report
- (7) Other Media Tracking Report
- (8) Unassigned Leads Report (CIRIMS)
- (9) Overdue Leads Report (CIRIMS)

Maintain end of fiscal year reports for two years to assist in analyzing trends.

o. Ensure NAVCRUITDISTs are performing territory maintenance in NALTS utilizing the Recruiting Facility Management Information System (RFMIS) listing as the point of reference.

204. REGION LEADS REPRESENTATIVES (if available)

a. Compile active/reserve combined budget input from NAVCRUITDISTs for developing the annual advertising spending and booth rental/events plan, by quarter, and submit to NAVCRUITCOM (N912). Budgets shall be broken down and submitted via Excel as follows:

- Newspaper
- Direct Mail
 - Enlisted DM
 - Enlisted Postage
 - GOF DM
 - GOF Postage
 - Medical DM
 - Medical Postage
- Other Media
- Booth Rental/Events

b. Analyze LPT production and advertising data and recommend actions to improve performance.

c. Audit LPT files annually for compliance with system requirements per paragraph 202 and provide results to NAVCRUITCOM (N912).

d. Serve on the Leads PQS Board for the LPTS.

e. Provide training to the LPTS as specified in the training plan. (COMNAVCRUITCOMINST 1500.4)

f. Ensure proper training has been completed and documented for those individuals who are designated government purchase cardholders.

g. Review submitted NAVCRUIT 1535/1 and NAVCRUIT 7130/3 (IRD) used for newspaper advertising placement. Forward to NAVCRUITCOM (N9), as appropriate, via (N912), per current directives.

h. Develop annual schedule of NAVCRUITDIST assist visits. Submit schedule to NTT, with a copy to NAVCRUITCOM (N912).

i. Ensure LPTS are performing territory maintenance in NALTS utilizing the RFMIS listing, and CIRIMS using territory maintenance module and/or submission via CIRIMS trouble ticket system known as footprints.

205. NAVY RECRUITING DISTRICTS

a. Responsibilities. NAVCRUITDISTs have the responsibility to plan and execute an effective and cost efficient lead generating advertising program based on available funding. LPT responsibilities include advertising in newspapers, direct mail, and other media, as well as processing and tracking National and Local (NAVCRUITDIST) leads. Historically, more than one out of every four new contracts attained originates as an advertising lead processed through the LPT. Sales leads generated through advertising are essential recruiting resources. All leads from advertising campaign shall be tracked through the LPT per procedures set forth in this instruction. In addition, all mailings for the NAVCRUITDIST shall be ordered and processed using procedures set forth in Chapter Six of this instruction and COMNAVCRUITCOMINST 4400.1 (LSM).

b. Commanding Officers shall:

(1) Using NALTS, prepare a well thought out and detailed fiscal year local advertising plan. Current needs and past advertising performance should be reviewed. Based on the budget provided by NAVCRUITCOM via NAVCRUITREG, follow guidance outlined in Chapter Four of this instruction. Plan for all expenditures in newspapers, direct mail and postage, and other media. Newspaper subscriptions that are used to verify newspaper advertising placement (see Article 504) should also be included as needed. The plan should be ready for NAVCRUITCOM (N912) review no later than 15 August with notification to NAVCRUITREG.

(2) Execute the approved fiscal year local advertising plan, requesting changes and/or amendments to the plan as necessary, to attain lead and new contract objectives while meeting changing recruiting priorities. Ensure all advertising within the NAVCRUITDIST is in compliance with NAVCRUITCOM policy as stated in Article 113.

(3) Place newspaper advertising directly with newspapers using procedures outlined in Chapter Five.

(4) Use ADPACK catalog and DM Guidebook to place newspaper and direct mail advertising. Any newspaper line ads not included in the ADPACK catalog shall be reviewed by the commanding officer prior to submitting to NAVCRUITCOM (N912/N922) for approval.

Note: See Article 107 for more info about the ADPACK.

(5) Verify that all newspaper advertising ordered is published as ordered and maintain written record to track non-performance.

(6) Maintain newspaper advertising, other media and booth funding obligations via FASTDATA. Provide all supporting documentation as required, including procurement and supply documentation. All NAVCRUIT 1535/1s (see Chapter Four, Tab B) will include the following information:

- (a) Media type (see Chapter Four, Tab A)
- (b) Program Supported (see Chapter Four, Tab A)
- (c) Program sub-functional category (see Chapter Four, Tab A)

(d) Use location (city and state, if appropriate)

(e) Appearance date (month and year)

(f) Total cost (dollars and cents)

Note: Our major claimant requires NAVCRUITDISTs to be 100% obligated at the end of each month/quarter.

(7) Submit via spreadsheet, to NAVCRUITCOM (N912), planned obligations for the remaining end-of-year advertising funds NLT 25 working days prior to the end of the fourth quarter.

(8) Ensure that advertising purchasing procedures and advertising obligations meet the guidelines outlined in this instruction and in NAVSUPINST 4200.85. NAVCRUITDISTs may not make significant departures from approved fiscal year local advertising plans without prior telephonic approval of the NAVCRUITREG Leads representative (if available) or NAVCRUITCOM (N912).

(9) Ensure that approval of each local advertising action is accompanied by NAVCRUIT 1535/1 documentation. The original NAVCRUIT 1535/1 must be signed by the authorized approving authority as designated by this instruction (or next "Acting" in command if the authorized approving authority is absent for at least 24 hours) and must accompany the vendor's invoice as approval for payment when forwarded to the paying activity. All NAVCRUIT 1535/1 for advertising actions, which exceed the \$2500 NAVCRUITDIST advertising authority, must be forwarded to the NAVCRUITREG Commander for approval.

(10) Maintain files of each NAVCRUITDIST advertising action NAVCRUIT 1535/1 and supporting supply documents, for purposes of exact and full documentation for the current and two previous fiscal years.

(11) Submit requests for purchase of direct mail name lists over \$1500, fax request in the format of Chapter Six, Tab A (stating vendor, source of names, quantity of names, list format, qualifiers and terms of purchase) to NAVCRUITCOM (N912), for prior approval. A NAVCRUIT 1535/1 is not required by NAVCRUITCOM for name list purchase requests.

Note: A minimum of 75%/80% prospect pool market ID is required for direct mail marketing.

(12) Track the quantity, quality and cost of leads generated through advertising using the procedures set forth in the NALTS User's Guide and Articles 303/304. Review monthly average cost-per-QI lead for all ads and direct mail letters used and ensure that advertising which is not cost efficient in generating leads is not repeated. If available, request advertising assistance from the NAVCRUITREG representative as the need arises. Additional assistance from NAVCRUITCOM NTT and NAVCRUITCOM (N9121/N9122/N912) is also available.

Note: Effectiveness is measured by: Newspaper cost per QI (CPQI) and Direct mail percent of response/cost per QI.

(13) Ensure verification of ads placed in newspapers by obtaining copies of newspapers, wherever possible. If necessary, purchase subscriptions (usually Sunday only) to those major metropolitan newspapers advertised in on a weekly or bi-weekly basis that cannot be obtained for free. Any newspaper subscriptions obtained for the purpose of verifying ad placement shall be purchased with advertising funds and charged to "Other Media". Each subscription may not exceed \$400 for one year. All ads placed by the NAVCRUITDIST in major daily metropolitan newspapers shall be reviewed within 24 hours for accuracy and proper placement.

(14) As applicable, provide funding for support for college NROTC Professors of Naval Science (PNS) in their geographical area on a yearly basis per Articles 114 and 407f. The funding amount will be determined by NETC and forwarded to the NAVCRUITDISTs by NAVCRUITCOM as part of the yearly local advertising planning guidance. NAVCRUITDISTs will provide NAVCRUIT 1535/1 documentation for all advertising requests and will execute funding for PNS requirements. NAVCRUITDISTs will ensure that PNS advertising requests are per guidance provided in Article 114, prior to providing NAVCRUIT 1535/1 documentation. If any part of these funds has not been obligated by 30 June of each fiscal year or the PNS notifies the NAVCRUITDIST by letter that they do not plan to use any portion of the funds, the unused portion may be used by the NAVCRUITDIST in support of local advertising.

(15) Ensure territory maintenance is performed in NALTS on an as needed basis. NAVCRUITDISTs should retrieve a copy of the current RFMIS listing from the NAVCRUITDIST supply office and check against the territory maintenance listings in NALTS. Refer to Chapter Seven, Article 704.

(16) Ensure the LPT is properly manned per Article 207 and 208b.

c. The Enlisted Programs Officer (EPO) and Officer Programs Officer (OPO) shall:

(1) Plan and monitor advertising activity to ensure adequate activity levels for their programs and optimum conversion of leads into accessions by recruiters.

(2) Ensure that every Qualified and Interested (QI) lead is pursued in a timely manner and that all upcoming/overdue leads are closed out with proper dispositions.

(3) Ensure that the LPTS has sufficient information to screen incoming leads effectively for program eligibility. This means that the EPO and OPO will have to spend time in the LPT, monitoring phone calls, critiquing phone power, and providing assistance where needed.

(4) Schedule all mail outs with the LPTS prior to the beginning of the fiscal year in the FY Advertising Plan. Changes to this schedule and information about a mail out must be given to the LPT in sufficient time to allow the LPT to obtain and process the name list, and place the order via the Local Direct Marketing (LDM) website. Normally, 30 days is the minimum time to prepare for most mail outs.

d. The EPO shall also ensure that the Chief Recruiter (CR), Assistant Chief Recruiter (ACR), Zone Supervisor (ZS), Recruiter in Charge (RinC), Nuclear Coordinator, and NSW/NSO coordinator are in sync with the NAVCRUITDIST Leads program and support it per this instruction.

e. Comply with Booth Rental Standardized Operating Procedures (See Tab C).

f. The LPTS shall:

(1) Process and track sales leads, and provide management reports necessary for managers to monitor recruiter follow-up and program effectiveness.

(2) Ensure that reports pertinent to the OPO, EPO, CR/ACR, ZS, RinC and Nuclear Coordinator management are trained to and read every month.

(3) Attend all Marketing, Production, and Planning meetings.

(4) Interface with EPDS, CR or ACR and Nuclear Coordinator on a weekly basis to keep current with production needs.

(5) Make a minimum of two to four station visits per month, with priority given to low or non-productive stations.

(6) Provide a schedule of station visits/training each month to the chain of command, and document all training using Tab B.

(a) Conduct training on any weak areas in leads follow-up and ways to improve conversion.

(b) Document all training conducted.

(c) Submit an "After Action" report to the Executive Officer, via the EPO, OPO, CR, and ACR, outlining station concerns and weaknesses, observations, training conducted, and any recommended action(s).

(d) Submit POA&Ms, as needed, to NAVCRUITOCM N912 via the Region.

(7) Solicit input from recruiters on how to improve local advertising for their area.

(8) Ensure that LPT personnel receive adequate training.

(9) Perform other tasks as necessary related to the position.

(10) Maintain a Web RTools account to verify the status of Incomplete, Unassigned, and Overdue Leads on a weekly basis.

g. The ADCO, who works for the LPTS, shall:

(1) Place all advertising, purchase all name lists, enter/update ad planning/execution details/costs in NALTS, including all related ad management details.

(2) Work closely with recruiting program managers to ensure that advertising is placed per recruiting objectives and

that the advertising is effective in generating cost efficient leads.

(3) Be responsible for tracking all expenditures, analyze the results of the advertising and direct mail, make the necessary entries to update data in NALTS.

(4) Attend all Marketing, Production, and Planning meetings.

(5) Perform other tasks related to the position.

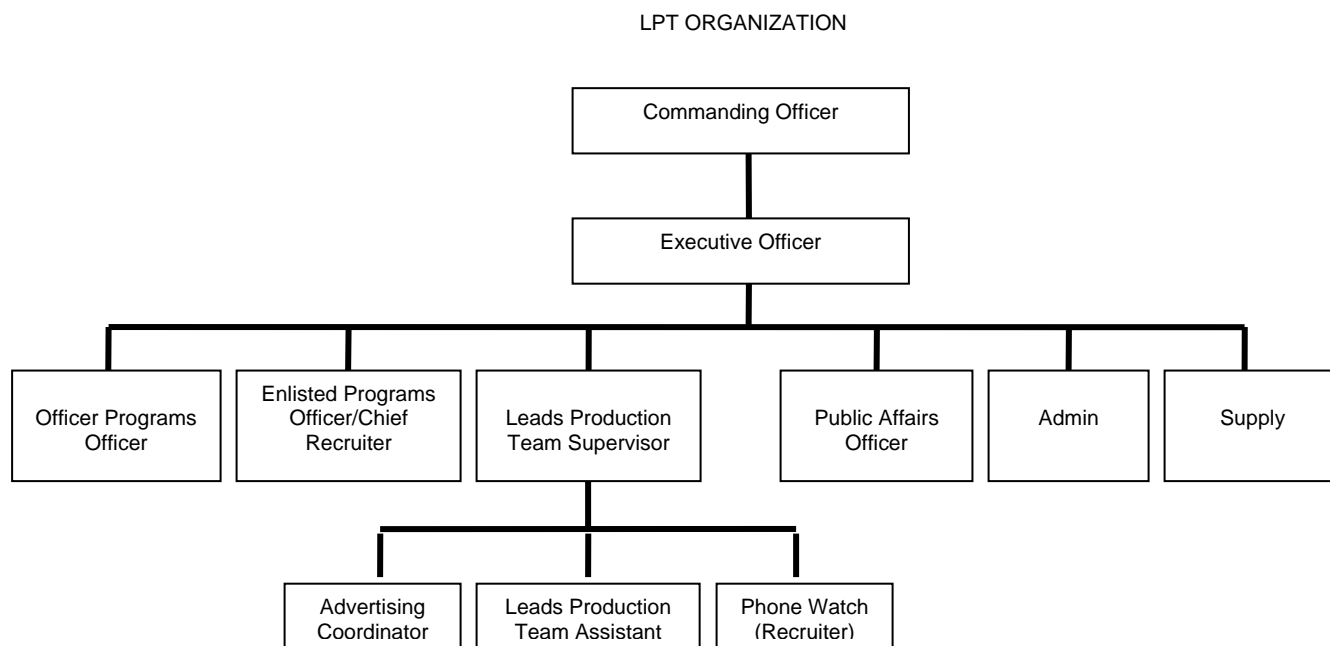
206. LEADS OVERVIEW

a. Leads are the result of a coordinated local advertising, prospecting, and follow-up system designed to help recruiters put high quality young men and women in the Navy and Navy Reserve. NAVCRUITDISTs advertise primarily in newspapers and direct mail, and responses from all media are tracked, reported and evaluated via Cyberspace blue printers, NALTS, RTools, OTools and CIRIMS. NALTS is a comprehensive, web-enabled application, which covers most LPT functions including advertising planning, leads tracking; media evaluation and recruiter follow up. RTools, OTools and CIRIMS are a comprehensive web-enabled leads and recruiter follow up system. NALTS tracks both local and national active leads activities and provides a centralized storage mechanism for data collection and analysis. The LPT is responsible for generating all direct mail activity planned in coordination with the Enlisted Programs Officer (EPO) and Officer Programs Officer (OPO); for managing and importing all NAVCRUITDIST level direct mail name lists and tracking direct mail responses. The LPT is also responsible for coordinating all newspaper-advertising placements. The EPO and OPO are responsible for determining lead generation objectives for enlisted and officer advertising and planning activity with the LPTS in sufficient time for the LPT to execute these plans. These advertising plans are made prior to the beginning of each fiscal year per Chapter Four, and updated throughout the year as they are executed.

b. The basic concept of Leads is to conduct a coordinated advertising campaign using primarily newspaper and direct mail advertising. Responses to newspaper advertising are received at a central point at the NAVCRUITDIST (LPT) where telephone interviewers screen call-ins using an approved telephone script. Qualified Leads, interested in talking to a recruiter, are forwarded by phone to recruiters for follow-up. Responses to

direct mail are data entered into NALTS and sent to Cyberspace for further blueprinting and eligibility screening. If eligible, they are sent to the appropriate recruiter management system for more in-depth follow-up screening and interviews to determine enlistment eligibility. Once worked, recruiters apply the disposition of the lead electronically via RTools or CIRIMS. Officer lead dispositions are provided back to the LPT by the OPO. The LPT compares all new contract/accesion postings with lead records in the NALTS and CIRIMS database. Once a lead accesses/selects, the LPT gets credit. The LPT retains control over all accession/selection dispositions. The LPT also runs reports for management control of recruiter lead follow-up and local advertising effectiveness.

207. LPT ORGANIZATION AND FUNCTIONAL RESPONSIBILITIES



a. LPT SUPERVISOR

(1) Coordinate with OPO and EPO to develop and provide CO/XO with Leads Department input to the NAVCRUITDIST advertising portion of the Marketing Operations Plan (MOP).

(2) Establish and adjust lead generation objectives and field support for LPT as directed by the NAVCRUITDIST Marketing Council.

- (3) Review recruiting program goals with EPO/OPO/CR/ACR, monthly, at a minimum.
- (4) Develop, submit, and adjust LPT advertising budget input.
- (5) Based on MOP, finalize NAVCRUITDIST advertising plan, utilizing allocated media budget, with EPO, OPO, XO and ADCO. Submit to NAVCRUITCOM for approval with a copy to NAVCRUITREG.
- (6) Implement, maintain, and manage production objectives within the Advertising Plan.
- (7) Place/order all newspaper and direct mail advertising.
- (8) Produce cost effective newspaper and direct mail-outs; manage Internet job board advertising (if used).
- (9) Track and report all advertising expenditures.
- (10) Review historical leads production data to determine lead generation trends.
- (11) Review current and projected manning assets to determine production capabilities. Submit timely manning requirements to XO.
- (12) Review monthly direct mail and newspaper tracking reports to identify the most productive letters/name lists and ads/papers to support NAVCRUITDIST mission.
- (13) Monitor effectiveness of all advertising campaigns.
- (14) Process all incoming leads, ensuring all leads are screened and meet current program requirements. Expeditiously forward to recruiters for follow-up.
- (15) Track and evaluate recruiter follow-up on all leads and provide lead production reports for management review utilizing NALTS, Web RTools, Web OTools, and CIRIMS. Identify and advise NAVCRUITDIST Marketing Council of problem areas requiring improvement, recommend solutions, and gather suggestions.

(16) Ensure LPT prospect files accurately reflect activity generated through advertising and dispositions reported by recruiters.

(17) Process, maintain, update, merge/purge all name lists in automated database for purposes of market identification and direct mail operations.

(18) Train all enlisted and officer recruiters on effective use of leads to ensure timely disposition and adequate contribution to goal is attained.

(19) Supervise and train the ADCO, LPT Assistant/Direct Mail List Manager and the phone watch.

(20) Ensure compliance with all security and PII measures.

(21) Identify, compile, submit, and disseminate required LPT reports per this instruction.

(22) Maintain LPT files per this instruction.

(23) Participate in NAVCRUITDIST Market Council, Advertising, Department Head, Zone, RinC and DEP production/planning/training meetings.

(24) Initiate, review, enforce, maintain, and disseminate all incoming/outgoing correspondence/directives, as required.

(25) Consult with XO/EPO/OPO/CR or ACR prior to implementing changes in advertising which may impact planned operations and budget.

(26) Conduct in-depth indoctrination with newly arriving recruiters on LPT operations/procedures/requirements and expectations.

(27) Supervise LPT daily routine and personnel (military and civilian). Establish sufficient/adequate working hours to meet mission objectives.

(28) Coordinate quota requests via NAVCRUITCOM ORIENT UNIT for upcoming LPT courses for newly assigned LPTSS and ADCOs.

(29) Recommend recognition and awards for LPT and recruiting personnel for lead generation/coordination efforts.

(30) Submit input to annual LPT and GMT training plans.

(31) Implement NAVCRUITCOM/NAVCRUITDIST training plan.

(32) Schedule, prioritize, monitor, conduct, enforce, evaluate, adjust, document, train, and inspect Recruiting Station personnel with regard to the overall leads process.

(33) Ensure cross training of Leads personnel in all areas of leads generation, evaluation, tracking, etc. (See Tab A of this chapter).

(34) Ensure the LPT achieves all assigned/planned goals.

(35) Perform NAVCRUITSTA territory zip code and station maintenance as needed in NALTS. Review the territory zip code maintenance on a quarterly basis utilizing the RFMIS and CIRIMS listing as the point of reference for NAVCRUITSTA information updates.

(36) Monitor all Overdue Leads and Unassigned Leads within Web RTools, Web OTools, and CIRIMS, work with OPO and EPO to ensure these leads are worked in a timely manner (72 hours of create date).

(37) Ensure that "hot zip codes" are utilized when developing a plan for mail-outs.

(38) Work closely with the NSW/NSO coordinator to ensure that prospective zip codes are targeted for advertisement and mail-outs.

Reporting relationship: Reports to XO; authorized direct liaison with department heads.

b. **ADVERTISING COORDINATOR**

(1) Develop advertising and marketing plans, identifying objectives, milestones, primary market, and budget resources required for mission achievement. Amend the advertising plan as necessary.

(2) Place cost effective advertising for newspaper, direct mail, and other media initiatives.

(3) Identify and develop new and improved advertising and marketing techniques.

(4) Conduct marketing analysis on advertising procedures that indicate key advertising and program trends; make recommendations for improvement for long range planning or for alternate advertising based on information collected.

(5) Perform quarterly reconciling required to assure proper expenditures of federal advertising funds.

(6) Prepare the advertising expenditures report and submits as required to NAVCRUITCOM N912.

(7) Reconcile actual expenditures with planned expenditures and coordinate as needed with LSO/BA.

(8) Receive procurement training for use of government wide purchase card; enter expenditures in funds administration system.

(9) Monitor monthly and quarterly DM production and expenditures.

(10) Analyze and evaluate newspaper, direct mail, and other media advertising reports with management.

(11) Coordinate with other departments to determine trends in market demands toward which the Navy Recruiting District may find it necessary to amend its advertising efforts.

(12) Make monthly adjustments to advertising plans based on analysis of ads and leads generated, taking into account goal changes and other marketing factors.

(13) Disseminate and file NAVCRUITCOM advertising guidance as appropriate, and promote use of the Direct Mail Guidebook and ad packs for local advertising needs.

(14) Advise on advertising objectives and marketing strategies based on analysis of past performance, current market conditions, and recruiting needs.

(15) Review invoices and reconcile associated costs (including the GPC) for the advertising program on a daily, monthly, and quarterly basis using FASTDATA.

(16) Administer booth/event funding per established procedures set forth in Tab C of this chapter.

(17) In the temporary absence of the LPTS, assume the duties as "Acting" LPTS for up to 180 days, until the billet is filled.

c. **LEADS PRODUCTION TEAM ASSISTANT**

(1) Conduct first response on leads generated from inquiries resulting from local newspaper, direct mail, and other media.

(2) Respond to between 200-300 telephone calls per week and interview callers using a defined set of questions, recruiting sales and objection handling techniques.

(3) Complete required forms and call log records (tick sheets).

(4) Use required screening criteria to determine possible applicant qualifications and forward lead to field recruiters for follow-up action via NALTS.

(5) Track leads from initial response to final disposition through NALTS, Web RTools, Web OTools, and CIRIMS; ensuring NALTS lead records are updated.

(6) Maintain and import direct marketing lists into NALTS using established procedures set forth in this instruction.

(7) Track and coordinate recruiting objectives and action steps in generating awareness of the cultural diversity of officer and enlisted personnel for recruiting goal strategies.

(8) Update and maintain student (high school and college) listings and provides updated listing to station recruiters via RTools for prospecting purposes.

Note: Maximum name lists of 1,500 records per download.

(9) Input leads record information into NALTS, process suspected duplicate leads, suppress names that no longer desire

contact; enter contract information on applicants that have joined the Navy or Navy Reserve.

(10) Maintain file documentation for all leads generated/contracted for audit purposes per this instruction.

(11) Review files after prospect processes through MEPS to insure all validation forms are accurate and match leads records.

(12) Ensure proper disposition of leads files after the DEP process is completed.

(13) Gather records and provide statistical data to assist the LPTS and ADCO in determining the advertising effectiveness for all leads generating programs and Return on Investment (ROI).

d. **ENLISTED PROGRAMS OFFICER**

(1) Build MOP for Enlisted goal attainment.

(2) Coordinate with Chief Recruiter, LPTS to develop the NAVCRUITDIST advertising plans and establish lead generation objectives and strategies per the MOP.

(3) Provide input to LPTS on changes to advertising objectives based on outcome of Market Council meetings and/or goal changes.

(4) Monitor Enlisted advertising effectiveness and recruiter leads follow-up, to ensure Enlisted Leads contribution to NCO meet NAVCRUITDIST objectives. Ensure maximum utilization of leads.

(5) Ensure Chief Recruiter (CR), Assistant Chief Recruiter (ACR) and Zone Supervisor (ZS) actively support the lead generation system and train recruiters in the effective use of sales leads.

(6) Periodically monitor, LPT screening procedures to ensure compliance with BEERS and that leads forwarded to recruiters meet current recruiting needs.

(7) Ensure recruiters actively solicit high school and two year college name lists and provide to the LPT.

(8) Ensure timely follow-up by recruiters on all QI leads.

(9) Conduct weekly executive phone power to generated leads to monitor recruiter performance and maximum use of leads.

(10) Periodically check upcoming/overdue NALTS leads to ensure timely disposition. Also check Overdue Leads and Unassigned Leads to ensure proper disposition within CIRIMS.

e. **OFFICER PROGRAMS OFFICER**

(1) Build MOP for Officer goal attainment.

(2) Coordinate with LPTS to develop the NAVCRUITDIST Officer advertising plan objectives and strategies per the MOP.

(3) Provide input to LPTS on changes to advertising objectives based on outcome of Market Council meetings and/or goal changes.

(4) Monitor officer advertising effectiveness and recruiter leads follow-up to ensure officer local and national leads contribution to goal meets NAVCRUITDIST objectives.

(5) Ensure officer recruiters accurately report leads generated from advertising on college campuses and actively solicit student name lists and provide to the LPT.

(6) Ensure all mail-outs and responses to mail outs are processed through the LPT to ensure proper credit.

(7) Ensure timely follow-up by recruiters on all QI leads, and insure all leads are assigned to officer recruiters in Web OTools upon receipt.

(8) Ensure maximum utilization of sales leads through the use of weekly Executive Phone Power.

(9) Monitor LPT screening procedures to ensure Officer leads are effectively screened and professionally processed per directives.

(10) Ensure the return of all Leads dispositions to LPT.

(11) Conduct weekly executive phone power.

(12) Ensure recruiters are accurately and promptly working all leads and within OTools.

(13) Ensure that monthly officer select letters are forwarded to the LPTS to retain for monthly audits.

f. **EXECUTIVE OFFICER**

(1) Coordinate development of the NAVCRUITDIST MOP.

(2) Conduct quarterly MOP meetings with all department heads.

(3) Coordinate development of the NAVCRUITDIST Advertising Plan, ensuring it is amended when necessary.

(4) Monitor enlisted and officer advertising effectiveness and sales lead productivity.

(5) Serve on the PQS Board for the LPTS.

(6) Coordinate with the NAVCRUITREG Leads representative (if available) or NAVCRUITCOM (N912) on all matters pertaining to LPT management/policy.

208. LPT RESOURCES AND FUNDING

a. Purpose of the LPT. To centralize all advertising and mail out functions, sales lead processing and tracking to ensure maximum benefit from advertising resources in support of mission objectives. It is necessary to establish lead generation objectives in line with the NAVCRUITDIST Marketing Plan, develop and execute a realistic Advertising Plan in support of these objectives, and allocate the resources necessary to enable the LPT to process and track all incoming sales leads. If adequate manpower is allocated to it, the LPT can account for more than 34 percent of the NAVCRUITDIST's enlisted new contract objective and over 20 percent of officer goal through Leads.

b. Personnel Requirements. Personnel working in the LPT are directly involved with NAVCRUITDIST production. The following personnel requirements shall be met per COMNAVCRUITCOMINST 5400.2. These are only minimum requirements. Some Leads Shops may require more support personnel.

c. LPTS. Due to the responsibilities of the position and the importance of the LPT as a whole, this *required* department

head billet shall be filled by an E7 or above, NEC 9585 with successful field experience. The LPTS shall be completely PQS qualified (RinC minimum) per COMNAVCRUITCOMINST 1136.2 and complete the LEADS course within the first six months of assignment as the LPTS. The supervisor must be a top-notch individual with good telephone technique and organizational ability, leadership, positive attitude, good rapport with the field, plus the drive to aggressively coordinate and follow up on both local and national leads. Collateral duties outside the scope of the LPT should not be assigned to the LPTS. Exceptions are those duties that only require limited involvement (i.e., once a month). RinC qualified E7 or above with an NEC of 9585 are encouraged to submit a NAVPERS 1306 request to NAVCRUITCOM (N11) to be considered for pending openings. Support personnel and/or LPTAs are not authorized assignment as LPTS at any time. **Recruiters must be able to serve a minimum of 18 months to be considered**. This is imperative in order to provide consistency by reducing unnecessary turnover, which ultimately reduces training costs. In addition, due to the complexity and responsibilities of this billet, it is highly recommended that a minimum turnover time of two months be provided to the incoming LPTS. Collateral duties should be minimized so proper attention may be afforded to the LPT. **The LPTS reports to the Executive Officer.**

d. LPT Assistant. This required billet (minimum one at each NAVCRUITDIST) shall be filled by E6 or below support personnel (NEC 0000) and/or other successful recruiting (NEC 9585) personnel, with good telephone techniques and the ability to work accurately with records, files, and statistics on the computer. It may also be filled by authorized civilian civil service (YB-01) or contract personnel. This person is also responsible for managing, maintaining, and updating all name lists purchased or received by the NAVCRUITDIST for use with the DM program, answering phones, data entry, and other tasks assigned by the LPTS or ADCO. **The LPTA reports to the LPTS.**

e. LPT Advertising Coordinator (ADCO). A civilian GS9/YA-02 should fill this required billet. The incumbent must have knowledge of marketing/advertising, accounting procedures, a good working knowledge of microcomputer spreadsheets and knowledge of budgeting and web-based applications. The ADCO provides technical support for the LPTS on all advertising and direct mail matters, including budgeting, planning, placement, tracking, and analysis. In addition, the ADCO, in coordination with the LPTS, constructs and maintains (in NALTS) the NAVCRUITDIST Ad Plan. For temporary gaps in the LPTS billet,

assume the duties as "Acting LPTS", not to exceed 180 days. **The ADCO reports to the LPTS or Executive Officer if acting as LPTS.**

f. Phone Watch. Additional phone watches should be scheduled during the days of the week when newspaper advertising is running (typically Monday and/or Tuesday). If the volume of calls is low, the LPTS and assistant may suffice. Typically, two to three personnel should be assigned to the phone watch on a four-hour rotational basis. Personnel must be trained in good telephone techniques. Ensure NAVCRUITDIST trainers critique phone watch telephone techniques and provide training at least monthly. It is strongly encouraged that all full-time phone watches assigned to the Leads Shop be trained, at a minimum; in PSS phone techniques, if they have not attended ENRO. When other than LPT personnel are required to answer telephones, recruiters should be assigned to the phone watch, vice support personnel, to take advantage of recruiters' sales training. The LPTS is responsible for training the phone watch in proper phone script usage. The EPO and OPO are responsible for ensuring that the LPTS has current required recruiting qualifications to use in screening prospects. Enlisted and officer recruiters shall participate in the phone watch at least once to become familiar with the operation and the quality of leads generated, and to become motivated to follow up leads when they return to the field. The best time to do this for enlisted recruiters is during their six to nine month RDB, at which time they would have some field experience.

g. Facility and Equipment Requirements. Since high volume telephone answering requires a quiet place of operation, space for the LPT phones must be made available away from congested areas. It is recommended the LPTS be located in the same spaces with the phone watch, in order to monitor phone power.

h. Telephones. The LPT should have at least three telephone lines, two for incoming calls from enlisted advertising and one for incoming calls from officer advertising. Each LPT shall have a telephone answering machine or voice mail with proper message to answer overflow and/or after-hours calls. Some NAVCRUITDISTs will need more than two incoming lines for calls from enlisted advertising.

(1) The Logistics Support Officer should determine whether DSN, collect calls, or Remote Call Forwarding (RCF) is more cost-efficient for the NAVCRUITDIST. Such factors as NAVCRUITDIST size, the number of states covered, and telephone company service should be taken into consideration. Newspaper

advertising can normally generate 400 calls a week with two incoming lines. Most calls will be received within two days after the ads are run in the newspapers. Each completed call lasts from one to five minutes using the Leads scripts as written. Uncompleted calls will show up on the overflow count on the phone bill. If the telephone study indicates the need for more than three toll-free lines, approval must be obtained from NAVCRUITCOM (N41).

(2) Another telephone option that can be very effective is the ability to convert a two-party call to a three-party call or conferencing. With this option, the LPT can keep a "hot" lead on the line, call the recruiter and hold a three-way conversation. Three-way conversations should introduce the caller to the recruiter, and the LPT signing off. Short three-way conversations allow more callers to get through to the LPT. NAVCRUITDISTs that have used this option show an increased rate of accessions resulting from sales leads; however, not all locations are able to get this service.

i. Computers. The LPT shall have at least four NMCI compliant computers. At least one Internet accessible computer will be dedicated exclusively for NALTS and CIRIMS use. It is essential that the LPT computers receive priority maintenance. Periodic back up of files is recommended in order to avoid unnecessary breakdowns and loss of data. The fourth computer shall be used for additional leads processing, as required, during high volume periods, as well as DM ordering.

j. Supplies. The LPT will need to keep a supply of LPT phone scripts and tracking forms (tick sheets) on hand. Blank computer CD-R diskettes, and suitable storage containers are also needed.

k. Advertising. Yearly advertising, direct mail, postal and booth event budgets are provided to each NAVCRUITREG by NAVCRUITCOM for further distribution to each NAVCRUITDIST. All advertising will use the LPT telephone number, National Internet address or local email address and business reply mail cards as response channels.

l. Postage. LPTs must plan, budget, and track all postage costs associated with Direct Mail.

SUMMARY OF KEY POINTS

CHAPTER TWO LOCAL LEADS ORGANIZATIONAL RESPONSIBILITIES

➤ Headquarters, NAVCRUITREG and NAVCRUITDIST Responsibilities

The primary function of Headquarters, NAVCRUITCOM (N9), is to provide overall program management in the form of guidance, training and assistance of local advertising efforts.

The NAVCRUITREG Commanders ensure their NAVCRUITDISTs are focused in the efforts of marketing objectives by targeting a specific number of qualified leads and new contracts to be attained through advertising.

The NAVCRUITDISTs mission is critical to getting highly qualified people interested in the Navy and Navy Reserve. The LPT provide the technical support to their NAVCRUITDIST on all advertising matters, including planning, placement, tracking, and analysis.

➤ The Role of the Leads Production Team

Advertising, lead management and direct mail follow-up are paramount to obtaining and sustaining a successful LPT. Planning and executing cost effective mail outs, generating qualified leads responses for quick delivery for recruiter contact and interview.

➤ System Operation

On a daily basis, LPTs must use NALTS, Web RTools, Web OTools, and CIRIMS, a web based application containing a set of operating procedures developed to maximize the use of Local and National Advertising in order to help generate enlisted and officer leads, track, follow-up and new contracts/selects.

➤ Leads Overview

A successful LPT must budget, plan, place, verify, track, analyze, evaluate, and re-plan advertising; receive continual support from their NAVCRUITREG, CO/XO, EPO, OPO and Supply Officer.

The responsibility for advertising at the NAVCRUITDIST level is multi-faceted. It is the job of the LPT Supervisor to ensure that each person holding part of that responsibility understands the task and does the work necessary to carry it out. If not, the LPT Supervisor must fill in the gap and must coordinate all of these individual efforts into a viable working program.

Good advertising requires good planning. In order for your plan to work, you are going to have to involve the NAVCRUITDIST's department heads concerned. They must also have buy-in to the advertising effort to be an advocate for your LPT.

➤ **LPT Resources and Funding**

A fully automated LPT operates with adequate manpower and postage, highly trained and knowledgeable personnel; with the required number of telephones and computers, plus properly maintained direct mail equipment.

With significant advertising funding at the local level and the wide delegation of authority granted to advertise in local media, it is essential that each NAVCRUITDIST carefully monitor advertising expenditures to ensure that the AdPlan is executed as closely as possible. The Local Advertising Management Team at NAVCRUITCOM provides NAVCRUITDISTs with on-site advertising planning, execution, tracking, and evaluation assistance.

➤ **LPT Organization and Functional Responsibilities**

Explains the duties, responsibilities and authority of the LPT chain of command, which consists of the XO, LPTS, EPO, and OPO.

➤ **Leads Production Team Qualification Standards**

Training has to be a continuous process. All LPTSs shall be PQS qualified, and the remainder of LPT personnel should be PQS qualified, at a minimum, for the position that they hold. No one should be on board more than six months without being qualified. Cross training positions is also strongly recommended.

CHAPTER TWO
LOCAL LEADS ORGANIZATIONAL RESPONSIBILITIES
TAB A
PERSONNEL QUALIFICATIONS STANDARDS

1. LPT Personnel Qualifications Standards (PQS) for LPT Assistants, Advertising Coordinator and Mail List Manager are included in reference (f) to assist LPTS in providing standardized on-the-job training and help LPT personnel (both military and civilian) attain, demonstrate and sustain the basic knowledge and skill levels necessary to effectively perform their assigned recruiting duties. PQS is designed to complement training provided to all LPT personnel at the Navy Recruiting Orientation Unit (NAVCRUITCOM ORIENT UNIT) in Pensacola, FL.
2. It is required that personnel be qualified within 180 days for the position they hold. To be fully qualified, LPTSs and ADCOs shall attend the first available LPT course at NAVCRUITCOM ORIENT UNIT and be recommended for an PQS Board. Funds permitting, personnel can receive additional training by going TAD to another NAVCRUITDIST that has a successful Leads program.
3. POC for PQS is NAVCRUITCOM N7 National Training Team (NTT) or N912.

CHAPTER TWO
LOCAL LEADS ORGANIZATIONAL RESPONSIBILITIES
TAB B
SAMPLE TRAINING SYLLABUS

TRAINING SYLLABUS					
NAME :				RATE :	
TRAINING SUBJECT	TYPE	DATE	INSTRUCTOR	HOURS	ENTRY BY
District Lead Production Team					
National Leads					
Local Leads					
Recruiter follow up Procedures/Script Usage					
Lead Production Report					
Overdue Leads Report					
Local Direct Mail Program					
Local Newspaper Program					
Phone Watch/Script Usage					
Feedback Calls/Executive Phone Power					
Conversions Rates/Ratios					
Leads Incentive Awards Program					
Name List Management					
Financial Requirements					
Internet Usage					
NALTS/CIRIMS System					

CHAPTER TWO
LOCAL LEADS ORGANIZATIONAL RESPONSIBILITIES
TAB C
BOOTH RENTAL/
EVENT STANDARDIZED OPERATING PROCEDURES

The following Booth Rental/Event Standard Operating Procedures shall be in effect for all OPOs/EPOs and LPTs for the expenditure of booth rental/event advertising funds and the capture of 'prospect' ROI data.

Notes:

1. These prospects/contacts are considered PDCs, not leads. Therefore, data entry codes (DECs) shall not be entered into the NALTS database to track them.
2. Advertising funds may be used in conjunction with the booth/event to generate leads (not to pay for booth rental). In this case, the LPT shall follow Other Media guidance outlined in Article 109.

Minimum OPO/EPO/Recruiter Responsibilities:

1. Recruiters shall identify and submit requests for booth rentals and/or events to the OPO/EPO as soon as possible, but NLT 10-14 days prior to the event (sooner if cost exceeds \$2,500). The District Booth Rental/Event Worksheet (enclosure 1) shall be completed (one worksheet per event) by the recruiter and/or OPO/EPO, ensuring all required data is filled in.

a. Recruiters are required to ask the vendor to provide the name of the payee whose name will appear on the CitiBank credit card statement, or to whom the convenience check should be made out to (if they don't accept credit cards) and include it on the worksheet.

b. Recruiters are required to man the booths.

(1) The ADCO or LPTS *may* provide the OPO/EPO copies of a NAVCRUIT 1535 Request for Advertising, with standard blocks filled out in advance (e.g., type of authority, subject of advertisement, JON). The OPO/EPO, as the requestor, would finish providing remaining information for the top section and sign/date the document.

(2) OPO/EPO should verify funds availability with the ADCO and initiate an Internal Request Document (IRD). *

(3) OPO/EPO shall return all completed/signed documents to the LPTS or ADCO concurrently in order to initiate payment.

(4) The next business day following the event, recruiters shall provide an initial and accurate count, via email (for documentation), to the OPO or EPO, LPTS and ADCO, of all gross and qualified/interested prospects resulting from the event. Recruiters will also provide a copy of the 'Career Information Questionnaire' sheet (on page 2-C-5), filled out by prospects at the event, to the LPTS so that the LPT may create mailing lists from them, if they so choose. It is therefore important for recruiters to obtain, at a minimum, names and addresses on the sheets. OPOs and EPOs are ultimately responsible for ensuring the initial count and return of these sheets to the LPT. **Failure of recruiters to comply will result in the loss of future booth/event considerations.**

(5) OPO/EPO to promptly inform LPTS/ADCO of any cancellations or changes to the rental/event.

(6) OPO/EPO/ZSSs should ensure appropriate training is provided to ORs and RinCs in order to ensure widest dissemination of the above procedures requiring action by recruiters.

Note: Proper planning and early submission of requests for events being held in the September timeframe is necessary to ensure requests are submitted prior to the EOY sweep up of funds by NAVCRUITCOM N8 (Budget office) so that payment can be made. Once funds are swept up, any subsequent requests for booth/events will not be approved. It will be necessary to wait until new FY funds are provided or cancel participation. Unless otherwise directed, booth/events occurring in the next FY cannot be paid for in advance using current FY funds.

Minimum LPTS/ADCO Responsibilities:

1. Check submitted documents for completeness and accuracy, ensuring all questions and blocks are filled in.
2. Verify correct JON is being used on both the NAVCRUIT 1535 and the IRD. Also enter in space provided on worksheet. Verify funding availability.*

3. Contact vendor to verify pricing entered on forms using contact information provided.

Note: Any vendor supplied contracts shall be signed by supply procurement agent.

4. LPTS and CO sign off on the NAVCRUIT 1535. Follow rules for costs exceeding District advertising purchase authority. Allow sufficient time for approval processes.

5. ADCO (or LSO/PA) obligate funds in FASTDATA. **The ADCO may use the GPC to purchase booth rentals.**

6. Fill out Excel spreadsheet log with applicable accounting and lead data.

7. After event completion, LPTS shall update the bottom of the worksheet with ROI information/comments provided by recruiters and also enter counts on the Booth Rental/Event Accounting Log spreadsheet. Completed worksheets shall be filed for review and historical purposes, and retained for the current and previous two FY's, at which time they may be purged.

8. LPTS or ADCO shall remit a copy of the Booth Rental/Event Accounting Log spreadsheet, and after action comments/bullets obtained from attending recruiters on same for each event conducted, to NAVCRUITCOM N912 NLT the 10th of the month following the end of each quarter and file/retain with related individual worksheets per #7 above.

* If adequate funding is not available, the booth/event/fair shall not be approved by the OPO or EPO unless funding becomes available. Unfunded and/or fund shifts requests into or out of quarters shall be initiated through the Region OPO/EPO, who will notify NAVCRUITCOM N9C and N912. Any fund shift requests (into/out of quarters) must be received by NAVCRUITCOM N9C and N912 prior to the eighth day of the month. Lodging, food and other non-advertising related expenses are not to be included with the use of booth funds.

CHAPTER TWO
LOCAL LEADS ORGANIZATIONAL RESPONSIBILITIES
TAB C
BOOTH RENTAL
EVENT WORKSHEET

RECRUITER INFORMATION FOR BOOTH RENTAL / EVENT:

VENDOR _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

*VENDOR/PAYEE NAME _____

EMAIL _____

PH # _____ FAX # _____

BOOTH/EVENT TOTAL COST: \$ _____ (Note: ADCO needs an invoice dated on/after the day of the event, not on the day you register.)

PAYMENT: Will the vendor accept a MasterCard? YES / NO

*If paid by check, payable to: _____

If paid by check, vendor Tax ID Number: _____

*If third party, must reflect the name of actual entity for which payment is to be made

TARGET MARKET: _____/ANTICIPATED ATTENDEES _____

DATE OF EVENT ** _____

EXACT LOCATION OF EVENT _____

NRS SUPPORTING EVENT/RinC _____/_____

EVENT MANNING BY NAME _____/_____

_____/_____

_____/_____

JUSTIFICATION FOR EVENT _____

** Untimely requests (less than 10 days before event) may not be approved.

OPO/EPO APPROVAL: YES / NO _____ (signature)

Print Name _____

Job Order Number from which funds will be used: N B ___ Y

LEADS DEPARTMENT INFORMATION:

NAVCRUIT 1535/IRD SUBMITTED BY OPO/EPO: YES / NO

FASTDATA JON # _____ ACTUAL COST \$ _____ (ADCO verified w/vendor) YES /

NO **FUNDS AVAILABLE:** YES / NO

LPTS APPROVAL: YES / NO _____ (signature)

ROI INFORMATION (TO BE REPORTED TO N912 AT THE END OF EACH QTR VIA BOOTH/EVENT LOG):

COUNT OF GROSS PROSPECTS PROVIDED BY RCTRS: _____

COUNT OF QI PROSPECTS PROVIDED BY RCTRS: _____

COST PER RESPONSE (TOTAL COST/GROSS): \$ _____

COST PER QI (TOTAL COST/TOTAL QIs): \$ _____

FEDERAL EMPLOYEE ID NUMBER (FEIN): 18943688

Rev. 09/01/07

KEY POINTS

CHAPTER THREE LOCAL LEADS POLICY AND OPERATING PROCEDURES

The following key points are emphasized in this chapter:

- Commanding Officer's procedures
- Self-audit procedures
- LPT operating procedures
- Enlisted and Officer telephone scripts
- Campus visit leads tracking
- LPT required actions
- Recruiter follow-up procedures/scripts

CHAPTER THREE
LOCAL (NAVCRUITDIST) LEADS POLICY AND OPERATING PROCEDURES

301. DISTRICT COMMANDING OFFICERS SHALL

a. Support a completely functional LPT per current guidance contained in Chapter Two. Ensure that all local advertising, direct mail, and other media advertising efforts are conducted by the LPT, and not by recruiters. Ensure procedures used to plan and execute mail-outs are cost-effective in terms of printing, postage, and manpower. Ensure the LPT maintains a current prospect list database per guidance provided by this instruction and that all responses to advertising are tracked through the LPT to final disposition.

b. Attain, at a minimum, the NAVCRUITCOM average FYTD Leads Contribution to New Contract Objective or Conversion Rate and ensure that if enlisted Leads contribution to NCO is greater than three percentage points below the NAVCRUITCOM average, or that if the Officer Leads relative to goal percentage is greater than ten percentage points below the NAVCRUITCOM average, that an immediate plan of action is taken to improve production within three months. Assign an achievable production goal to the LPTS each month for Enlisted and Officer Leads contribution to goal or conversion rate and provide the necessary support for it to be achieved.

c. Ensure that LPT and recruiter follow-up telephone scripts, tracking sheets, management reports, and automated equipment and system procedures currently in use per this Chapter. Receive written NAVCRUITCOM (N912) approval for deviations from guidance provided in this Instruction. Requests for deviations must show substantial benefit in order to receive approval consideration.

d. Ensure recruiters follow up leads within 24 hours of receipt, at a minimum, 72 hours maximum. Ensure LPTS and District Trainers conduct Leads training during scheduled station visits and production meetings (see sample training syllabus in Chapter Two, Tab B). Use executive phone power (see Tab F of this chapter) where necessary to encourage recruiter follow-up of leads. Ensure the EPO/OPO/CR or ACR actively participate in the use of executive phone power and effectively manage the optimum generation and distribution of leads in support of priority recruiting programs. Measure recruiter effectiveness by conversion of local and national advertising

leads to new contracts in their territory (must be at or above the Region average).

e. At a minimum, review analysis of the following NALTS/CIRIMS reports monthly with the LPTS, EPO and OPO, and take appropriate management action:

(1) Monthly Local Leads Analysis Report (FYTD).

(2) Monthly Status Summary/Ranking Report (FYTD).

(3) Disposition Analysis Report (FYTD).

(4) Leads Production Summary Report.

(5) Enlisted/Officer advertising and direct mail schedule for the upcoming month.

(6) Overdue Leads (NALTS) and Unassigned Leads (CIRIMS) Report.

f. Use the Lead Production Team Personnel Qualifications Standards (PQS) in reference (f) to ensure LPT personnel are fully trained and can effectively perform their assigned duties within 180 days of reporting. PQS is designed to complement training provided at NAVCRUITCOM ORIENTATION UNIT for LPT personnel. Certification of training and ability to meet standards set forth in Chapter Two, Tab A will be included in the training jacket for each LPT Assistant and ADCO.

g. Ensure that the LPT audits all Leads Enlisted new contracts and Officer selects each month by using the following reports and following procedures to ensure that:

(1) Each new contract matches the correct NALTS lead number by using the Lead Production "Detail" report of the month being audited.

(2) That each new contract on the 'sold' report is the same individual as the 'lead' in the NALTS database.

(3) That the 'lead' is accessed within 18 months (548 days) of the Sent-to-Field date of the 'lead'. Negative days Time-in-Work (TIW) are not allowed and indicate a data entry error has occurred.

(4) Reports and documents needed for the audit of Leads new contracts and selects:

(a) National Contract Analysis Report (month).

(b) Local Contract Analysis Report (month).

(c) Detailed NALTS Lead record of each new contract/select (Leads maintenance page and Dispositions page printouts).

(d) MEPCOM 680 OR MEPS Track printout.

(e) Daily 'SOLD' OR "DEPMAN" reports from PRIDE.

(f) OTools 'select' notifications (Select letter OR Web OTools printout indicating Final Select status/date.

(g) Monthly Leads Production "Detail" Report.

(5) Procedure to be used to audit leads new contracts and selects:

(a) Find name of the new contract/select on the Contract Analysis Report.

(b) Match the name with the detailed NALTS lead record of the new contract/select.

(c) Attach the USMEPCOM 680, MEPS Track Record or DEPMAN of the new contract/select to the matching Detailed NALTS Lead record.

(d) Highlight the lead on the Leads Production "Detail" Report.

(e) Find the lead/new contract/select on the 'sold' or 'select' list.

(f) Highlight the lead/new contract/select on the 'sold' or 'select' list.

(6) Audit results:

(a) The name on each document in the auditing process must be of the same individual.

(b) If there are discrepancies in the name/address/phone etc., further documentation must be provided to prove the individuals are the same (example: female gets married between becoming a lead and a new contract, and changes her name). This documentation must be attached to the detailed NALTS lead record.

(c) The new contract/select name must be on the appropriate Contract Analysis Report and Leads Production "Detail" Report that was run at the end of the month the individual became a lead. That is the only way to determine if a new Contract/Select was actually a lead.

(7) Removal of New Contracts/Selects:

(a) If all the above parameters are not met, there is no way to prove the lead and new Contract/Select are the same person.

(b) If that is the case, the accessed transaction state will be removed from the database by NAVCRUITCOM N912, Region or via the Help Desk trouble ticket application in NALTS, and that individual will not count as a Leads contract/select. Submit name and record number to be removed to N912 or directly to the NALTS Help Desk.

(c) These required audits must be performed monthly by the LPTS, and removal of new contracts/selects accomplished prior to the final end-of-month reporting "snapshot" being taken by the NALTS Database Administrator on the first business day following the end of the month. The removal of ineligible new contracts/selects can also be done at any time as soon as the discrepancy is noted while other operations are being performed.

(d) Other contracts/selects that are questionable, such as low time-in-work, shall be investigated using R/OTools lead record information to ensure the lead was not previously known. Attach to NALTS lead record as needed/required.

These records will be kept for current and past two fiscal years. Refer to Article 302.a(7) for detailed procedures.

302. LPT LEADS PROCEDURES

a. Enlisted Leads. The LPT shall:

(1) Receive copies of Sunday issues (or other weekly issues, if necessary) of all major metropolitan newspapers (either by paid subscription or by other means) and review ads within 24 hours of appearance, if possible, for accuracy and effective placement. Direct mail activity generated at the NAVCRUITDIST level, including activity generated for the Enlisted Nuclear Recruiter, NROTC Coordinator, and Officer Recruiters shall be ordered by the LPT and use approved tracking codes. **Recruiters shall not generate mail outs.**

(2) Answer (Phone Watch) all calls resulting from advertising using the script/questionnaires provided on page 3-A-1 or 3-B-1. Reply cards returned from direct mail advertising are sent to a central data entry facility and will be matched to an actual mail out, entered into NALTS and screened for eligibility. LPTs should obtain current program eligibility requirements from the EPO in order to screen newspaper responses properly.

(3) Forward eligible newspaper leads (Qualified and Interested [QI] in talking to a Navy recruiter) to recruiters by telephone (within 30 minutes of response, if possible). LPTs with the capability to hold three way conversations between the prospect, the recruiter, and the LPT will carry out three-way conference call for "hot" leads. A three-way conversation consists of the LPT phone talker getting the recruiter on the line, introducing the recruiter to the prospect, and then signing off. Unqualified leads may be discarded and not entered into NALTS, but counted as a response on the "tick" sheet.

(4) Ensure enlisted recruiters apply dispositions in RTools within 30 days. Officer lead dispositions must be provided to the LPT in order for lead records to be updated.

(5) Ensure the LPT has access to NALTS and CIRIMS, and enter all eligible leads as a new record into the NALTS and CIRIMS database on the same day they are received. If a prospect does not call the LPT phone number, send in a BRM card, or send an email message via the Internet in response to an advertisement, the prospect will not be considered a lead. Outbound telemarketing, PDCs or walk-ins to Navy Recruiting Stations who mention they saw or received a Navy ad, ARE NOT ADVERTISING LEADS. The only exceptions to this are "mobile leads" where a temporary LPT is set up at a Navy Recruiting Station for training purposes, and Officer leads identified on campus visits (Article 303.b(2) pertains). Advertising leads may not be attributed to locally generated surveys or

questionnaires given to applicants in order to determine the effectiveness of advertising. A Leads Production Detail report will be run at the end of each month and a copy filed chronologically for the current and past two fiscal years. This report, not only serves as documentation for NAVCRUITREG audits and National Standardization and Training Team (N71) assessments, but it can also be used to notify RinCs and Zone Supervisors of current activity.

(6) Discuss with the CR each week the NALTS Enlisted Leads Production Summary Report and Disposition Analysis Report detailing possible sales problems and recommendations for improvements. Also view and discuss with the CR unassigned and overdue leads within CIRIMS and Web RTools. Copies of the report shall also be distributed to the ZSs and RinCs. This procedure will enable RinCs and ZSs to identify those recruiters who are apparently not working leads aggressively or are receiving poor quality leads

Note: Each lead record in NALTS is currently valid for reporting purposes for 18 months (548 days) from the date the lead was sent to the field. Leads, which have become new contracts will automatically be retained in NALTS for reporting purposes until the end of the fiscal year, even if they are older than 18 months. Leads not contracted that are over 548 days will be archived.

(7) Enter media information on each newspaper ad published and each direct mail campaign mailed and any other advertising accomplished at least weekly (preferably daily) in NALTS per the NALTS User's Guide.

(8) Cross-check the NAVCRUITDIST daily new contracts/shipping list against the NALTS database on a daily basis and update matching lead records. If a lead becomes a new contract, the LPT will use the USMEPCOM 680, MEPS Track form, Select letter, or DD 1966 (page 1), the Delayed Entry Program (DEP) record, or equivalent to verify the name, address, and date of birth to ensure proper accession credit. A copy of these documents used for verification will be maintained in the LPT for the current and past two fiscal years for audit purposes. The accession record must also include AFQT/MG, enlistment program, race/ethnic code, and date contracted/selected, in addition to the other information already required in the record. Whether the lead was generated locally or nationally, the source with the **earliest lead date** will be credited with the new contract. A new contract/select must not ever be counted

twice. When a record is accessed, it must be printed out and filed for backup purposes. Before the end of month reports are run, a list of contracts Fiscal Year To Date (FYTD) must be printed out and compared with individual accessed records to ensure accurate accession counts.

(9) Analyze Newspaper, Direct Mail, and Other Media Tracking Reports monthly at a minimum, keeping Enlisted activity separate from Officer activity on all reports. A summary of these reports shall be briefed to the CO/XO. Advertising which results in a cost per QI more than 50 percent above the NAVCRUITREG average should be highlighted. Advertising and media that have proven to be ineffective shall not be repeated.

(10) Analyze CIRIMS lead source report monthly at a minimum. Keep Officer and Enlisted separate. A summary of these reports shall be briefed to the CO/XO.

(11) Analyze RTools "One-Screen Data" page during monthly audits. This ensures that recruiters are properly annotating all prospects as leads which affect the LPT, Stations and Zone Production and Training Evaluation Sheet (PATE).

(12) Run the Monthly Status Ranking Report and Contract Analysis Reports. Report and review them with the commanding officer via the EPO by the fifth working day of each month.

(13) Also run the Monthly Status Summary/Ranking Report, Disposition Analysis Report, Enlisted/Officer advertising and direct mail schedules for the upcoming month, and review these with the Commanding Officer by the eighth working day of the month. Maintain a file of these reports for the current year and the end-of-FY reports for the past two fiscal years.

***The formulas for determining good, okay and bad are as follows:**

For Response Rate: Take the NAVCRUITREG average response rate and times it by 150 percent. The resulting product will be the low end of the "good" range. Divide this number by two. The result will be the low end of the "okay" range. Any percentage below the okay range would be considered "bad".

For Cost per QI: Take the NAVCRUITREG average cost per eligible lead and times it by 150 percent. The product will be the low end of "bad" range. Divide this number by two. The result will be the low end of the "okay" range. Any percentage below the okay range would be considered "good".

b. Officer Leads. The LPT shall:

(1) Answer (Phone Watch) all calls resulting from advertising using the Officer script/questionnaire provided on page 3-C-1. Since this script can be used to sell testing, the OPO must work closely with the LPT to ensure it is used effectively. All leads deemed to be qualified according to the parameters set by the OPO shall be entered in NALTS or OTools immediately. Leads will be forwarded to the OPO via OTools. In addition, an Officer P-Card and Feedback Card will be forwarded from NOIC by mail.

(2) Forward eligible newspaper leads (Qualified and Interested [QI] in talking to a Navy recruiter) to recruiters by telephone (within 30 minutes of response if possible). LPTs with the capability to hold three way conversations between the prospect, the recruiter, and the LPT will carry out three-way conference call for "hot" leads. A three-way conversation consists of the LPT phone talker getting the recruiter on the line, introducing the recruiter to the prospect, and then signing off all leads will be recorded as responses in NALTS Daily Counts. Unqualified leads may be discarded.

(3) Update NROTC leads in NALTS that become enlisted leads (non-selects), to GEXX or GENF and work as enlisted leads.

(4) Run a list of new national Officer leads every morning, and deliver it to the OPO for follow up. It is important for the OPO to be able to use the daily new leads listing to quickly follow up on Officer leads.

(5) The OPO shall review all leads and assign them to the Officer recruiters. All officer leads feedback should be provided to the LPT within 30 days. For leads deemed not eligible for Officer programs, the OPO should indicate to the LPT on the record "PASS TO EPO".

Note: There currently is no electronic feedback back to NALTS for Officer leads via OTools.

(6) Update the status of Officer leads in NALTS using the information from the OPO. Leads with no disposition within 30 days from the original lead date shall be considered overdue.

(7) A disposition must be entered into NALTS on every lead within 30 days from the original sent-to-field date, or

they will be considered overdue. The LPTS shall check and/or update the NALTS lead records from the information provided by the OPO.

Note: Each qualified Officer record entered in NALTS is valid for reporting purposes for 18 months (548 days) from the date the lead was sent to the field. After 18 months, if the lead has not become a select, the lead record will no longer be updateable. Leads that have become selects shall be retained in NALTS until the end of the fiscal year for reporting purposes.

(8) Cross check the Officer selects listing supplied by the OPO daily against records in NALTS, and update matching lead records. If a lead becomes a select then the record must also include the program selected for, race/ethnic code, and date selected, in addition to the other information already required in the record. Documentation used to verify the matching records shall be maintained for the current and past fiscal year for audit purposes.

(9) Run Officer versions of the same reports (detailed in Article 302.a.(12)) and forward via the OPO to the CO/XO for review.

303. ADCO LEADS PROCEDURES

a. Enlisted Leads. The ADCO shall:

(1) Place lead-generating enlisted advertising in cost efficient (low cost per QI) newspapers and use cost efficient direct mail (determined by response rate) per the NAVCRUITDIST advertising plan, EPO direction, and Chapter One of this instruction. In most cases, the classified ads placed in daily metropolitan newspapers will not identify Navy as the employer. Ads will use the LPT telephone number for responses, giving the hours of operation only if LPT maintains other than normal operating hours.

(2) Provide an Enlisted advertising and Direct Mail schedule to the LPTS and the EPO prior to the month the advertising runs, listing mail outs, newspapers, ads, and dates. The EPO will provide the LPTS with all necessary information to accomplish each mail out at least 30 days prior to the mail out. The ADCO will use the ADPACK catalog, which contains authorized and coded ads to be used in newspapers during the year. However, NAVCRUITDISTs may modify existing ad text (for the same headline) with NAVCRUITDIST Commanding Officer's approval. The

ADCO will generate a coded list of all newspapers to use for tracking purposes.

(3) Place a sample copy of every Enlisted newspaper and other media initiatives used during the current and past fiscal year in the Advertising Evaluation File, organized by program and filed by ad number, with tracking data pertaining to each ad attached to the sample ad. Tracking data is run FYTD and updated quarterly from the Newspaper Tracking Report. A current listing of very effective ads, somewhat effective ads and ineffective ads (good, okay and bad) shall be maintained in the front of the file. Effectiveness is measured by cost per QI lead.

(4) Place a sample copy of every Enlisted direct mail piece (envelope and BRM card included) used during the current and past fiscal year in the Direct Mail Evaluation File, organized by program and filed by letter code number, with tracking data pertaining to each letter attached to the sample letter. Tracking data is run FYTD and updated quarterly from the Direct Mail Tracking Report. In addition to the lead tracking data, each mail out shall be annotated with the estimated postage cost for outgoing mail and, BRM cards received to date. A current listing of very effective letters, somewhat effective letters/mailers and ineffective letters/mailers (good, okay and bad) shall be maintained in the front of the file. Effectiveness is measured by percent response to pieces mailed (responses divided by pieces mailed) and cost per QI response (total direct mail costs divided by number of QI responses).

b. Officer Leads. The ADCO shall:

(1) Follow subparagraphs (3) and (4) above.

(2) Place lead generating Officer advertising in cost efficient media (newspapers and direct mail) per the NAVCRUITDIST's advertising plan, OPO direction, and LPT capabilities. In most cases, Officer ads shall identify Navy as the employer and shall always use the LPT telephone number for phone responses and/or the NAVCRUITDIST's email address. Ads placed in college newspapers to announce campus visits may use a local address for response. However, Officer recruiters are required to report any prospects that contact them as a result of this advertising. The LPTS shall receive this information from the OPO after every campus visit that was supported by advertising. These responses must be matched to the actual ad used.

(3) Provide an Officer advertising and direct mail schedule to the LPTS and the OPO prior to the month the advertising runs, listing mail-outs, newspaper ads, and dates. All mail-outs must be on this advertising schedule. Officer Recruiters shall not generate mail-outs. The OPO will provide the LPTS with all necessary information to accomplish each mail-out, (i.e., name lists) at least 30 days prior to the mail-out.

304. PROCEDURES FOR TRACKING COLLEGE ADVERTISING

a. The OPO shall require Officer Recruiters to verify if individuals who arranged to talk to them during campus visits did so as a result of NAVCRUITDIST advertising. Verification will be determined by asking the individuals what prompted them to arrange to talk to a Navy Recruiter. If the individual clearly states that it was because of an ad or a direct mail letter, the Officer Recruiter will note that information on the OTools record remarks or other similar documentation being used during the visit.

b. At the end of a campus visit, the Officer Recruiters will review the OTools records and provide copies of those whose source indicates the individual responded to advertising.

c. The Officer Recruiters or the OPO will either make a copy of these documents and submit them to the LPT or compile a list of respondents (in the format provided on page 3-C-1) or other similar format (including the individual's name, college, date of visit, and ad or letter responded to) and forward to the LPT within ten days after a campus visit for tracking and follow-up.

d. The LPT will supply the OPO with Campus Visit Lead Tracking Forms and check with the OPO weekly for additional lead names.

e. The LPT shall enter all campus leads in NALTS and track these leads for final disposition.

305. LPT ACTIONS

a. To help Lead Production Teams organize their workload, a summary of LPT actions required on a daily, weekly, monthly, and yearly basis is provided in Tab D.

b. Recruiter follow-up procedures are provided in Tab E. These procedures are designed to help train recruiters on how to effectively follow-up on leads generated from advertising.

306. STATION VISITS. LPTSS shall provide TAB E to the RinC while making station visits, and/or during recruiter orientation. A copy of this follow-up script should be given to all recruiters, preferably during new recruiter check-in.

307. DIRECTIONS FOR USE OF TAB F. Tab F shall be used for conducting required periodic Executive Phone Power by the chain of command. It can also be used during Navy Recruiting Station visits.

308. DIRECTIONS FOR USE OF TAB G. Tab G shall be used by the LPTS during each station visit.

SUMMARY OF KEY POINTS

CHAPTER THREE

LOCAL (NAVCRUITDIST) LEADS POLICY AND OPERATING PROCEDURES

➤ Self-audit procedures

A monthly examination and verification of all Enlisted new contracts and Officer selects using the respective reports should be performed by all LPTs to uncover any discrepancies that might exist.

➤ LPT operating procedures

LPTs execute a coordinated local advertising, prospecting, and follow-up system designed to help recruiters put high quality young men and women in the Navy and Navy Reserve by generating leads via newspaper, direct mail, and other media.

The day-to-day operation of the LPT is a concerted effort of the LPTS, LPT staff and NAVCRUITDIST production CR or ACR/EPO/OPO. Each work toward the same goal producing qualified/interested prospects for Navy/Navy Reserve enlistment and Navy Officer selection.

➤ Enlisted and Officer phone scripts (LPT)

One of the most important functions of the LPT is answering telephone responses to local advertising. To ensure its efficiency, uniformity and legality, phone scripts are required to be used when responding to telephone prospects.

The Phone Watch's attitude that day can/may determine how many QI/QNI, he/she, as a phone talker may get towards the end of the day. Although a set phone script was developed for use, having a cheery voice, establishing rapport, being polite and friendly can make the difference for an easy and pleasant conversation.

Note: Information contained on the phone scripts is the required minimum. Additional questions may be added, as deemed appropriate.

➤ Campus visit leads tracking

Leads prospected by recruiters during campus visits must be turned over to the LPT for NALTS entry and tracking.

➤ **LPT required actions**

The required actions checklists, Tab D, act as a milestone for daily, weekly, monthly, quarterly, and yearly assignments. Careful completion of each action results in a successful audit or inspection.

➤ **Recruiter follow-up procedures/scripts**

Recruiters must complete and return all required dispositions in RTools and CIRIMS within 72 hours, as well as return this information to the LPT within 30 days or less. If feedback is not returned on time it is considered overdue and this should be noted on a report to the Chief Recruiter. The information provided by the Recruiter provides the basis for analysis of both local and national lead quality, as well as to evaluate advertising contribution to overall goal attainment.

CHAPTER THREE
LOCAL (NAVCRUITDIST) LEADS POLICY AND OPERATING PROCEDURES
TAB A

LPT TELEPHONE SCRIPT - ENLISTED

INTRODUCTION: "Good Morning, Navy Recruiting District, _____ speaking, may I help you?"

INTERVIEWER _____

LEAD SOURCE:

DATE: _____

(1) Are you responding to a newspaper ad? (YES/NO) If yes,

TIME: _____ **NO:** _____

Which ad are you replying to? _____ Which newspaper? _____

QNI: _____ **QI:** _____

Are you calling regarding a letter that was sent to you? (YES/NO) If yes, GEN/DEC NO. _____

"To whom am I speaking?" _____ MALE _____ FEMALE _____ "Well _____, we do still have several openings. This is the NAVY personnel office in _____, and what we do here is gather some basic back-ground information, as authorized by TITLE 10 of U.S. CODE 503, in order to see if you pre-qualify for our training program. If it appears as though you meet the basic qualifications for the program, the information we gather will be used to schedule you for a personal interview and test. It is not necessary that you answer any of these questions; however, it would not be possible to properly determine your eligibility without this information. **Do you have a few moments now to answer some brief questions?"**

NAME: _____ **DOB** _____ **AGE** _____

ADDRESS: _____ **EMAIL:** _____

CITY: _____ **STATE:** _____ **ZIP:** _____ **ETHNICITY** _____

HIGH SCHOOL DIPLOMA? (YES/NO) **PHONE (HOME):** _____ / _____ **(WORK/CELL)** _____

GRAD YR _____ **HIGH SCHOOL** _____ **CLASSES TAKEN:** _____

GED? (YES/NO) **LAST GRADE COMPLETED** _____ **COLLEGE?** (YES/NO) **VO-TECH?** (YES/NO)

SCHOOL _____ **GRAD YR** _____ **GPA** _____ **COURSE/MAJOR** _____

QUALIFYING QUESTIONS: Let me ask you, have you made any definite plans for furthering your career, or are you still looking for the right opportunity?" (STILL LOOKING/NO DEFINITE PLANS/HAVE DEF. PLANS) If so, what plans? _____

HT _____ **WT** _____ **Are you currently employed?** (YES/NO) **What do you do?** _____

Do you have prior military service? (YES/NO) **Branch** _____ **Rank** _____ **Yrs Act Duty** _____

Date Discharged/Type _____ / _____ **RE Code** _____ **Specialty** _____

Do you have any medical/physical problems? (YES/NO) **Explain:** _____ **Sight or hearing loss?** (YES/NO)

Have you had any surgeries or broken bones? (YES/NO); **Allergies or Asthma?** (YES/NO); **Tattoos?** (YES/NO) **Visible?** (YES/NO)

EXPLAIN: _____

Other than minor traffic violations, do you have a police record of any kind? (YES/NO) (JUVENILE/ADULT)

EXPLAIN: _____

Are you single/married/divorced? (circle one) **Dependent Children?** _____ **Custody?** (YES/NO)

----- If any questions are disqualifying, so state and end the call politely. If not, continue below -----

CLOSE: "Well, _____, based on our conversation, you sound like someone we would be interested in talking to further about our job opportunities. The next step would be to set up an appointment with you (and parents, if required) for an interview and test. But first I want to inform you that this position is with the UNITED STATES NAVY. Once we complete your interview and if you qualify for this program, you will receive formal classroom instruction and training along with full pay and benefits – and a chance to travel. You would also earn 30 days paid vacation per year and there is an excellent opportunity for advancement while in the NAVY. **Does this sound like an opportunity that might be of some value to you?**" (YES/NO/UNDECIDED)

"Now, as I said earlier, the position is in the UNITED STATES NAVY, and you would be required to relocate. **Would you be willing to relocate for the right job opportunity in the NAVY?**" (YES/NO/UNDECIDED)

"Again, I would like to point out to you that in order for you to receive this job opportunity and training we are offering, you would be required to enlist in the UNITED STATES NAVY. In order to find out if what we are offering is really of interest to you and in order to better determine if you're the type of person who would do well in our program, you would have to talk with a NAVY representative. **When would be the best time for our NAVY representative to contact you in order to schedule your formal interview appointment?**"

DAY/DATE: _____ **TIME:** _____ **NRS:** _____ **RECRUITER:** _____

I will pass this information on to the representative that handles your area and you will be receiving a call very soon. **GOOD LUCK** on your interview. Thank you for calling. (IF NOT INTERESTED OR NO CONTACT TIME SET, ASK FOR A REFERRAL): "Sorry that we can't help now, perhaps you know someone that we can help..."

CHAPTER THREE - TAB B

LPT PHONE SCRIPT - OFFICER

INTRODUCTION: "Good Morning, Navy Recruiting District, _____ speaking, may I help you?"

LEAD SOURCE: (1) "Are you responding to a newspaper ad?" (YES/NO) If yes

"Which ad are you replying to?" _____ Which newspaper? _____

(2) "Are you calling regarding a letter that was sent to you?" (YES/NO) If yes, GEN/DEC NO. _____

INTERVIEWER: _____

DATE: _____ **TIME:** _____

QI: _____ **NQ:** _____

QNI: _____

"To whom am I speaking?" _____ **MALE** _____ **FEMALE** _____ "Well _____, we do still have several openings. This is the NAVY personnel office in _____, and we are currently accepting applications for positions with the Dept. of the NAVY. What we do here, as authorized by TITLE 10 of US CODE 503, is to get some background information from you to see if you pre-qualify for our program. If it appears you meet the basic qualifications for the program, the information will be used to schedule you for a personal interview and test. It is not necessary that you answer any of these questions, however, it would not be possible to properly determine your eligibility without this information. **Do you have a few moments now to answer some brief questions?"** (If "yes", start with below questions. If "no", politely end the call and count as a response).

NAME: _____ **DOB** _____ **AGE** _____

(FIRST) (MIDDLE) (LAST) **ADDRESS:** _____ **PHONE (HOME)** _____

CITY: _____ **STATE:** _____ **ZIP:** _____ **E-MAIL:** _____ **H(CELL/WK)** _____

ARE YOU A COLLEGE GRADUATE? (YES/NO) **CURRENTLY ENROLLED? (YES/NO)** **COLLEGE:** _____

LOCATION _____ **MAJOR** _____ **DEGREE? (YES/NO)** **TYPE** _____

GPA _____ (If GPA above 3.0, list courses on reverse) **GRAD DATE/EXPECTED GRAD DATE** _____ **ETHNICITY** _____

"Did you take one year of Calculus classes?" (YES/NO) "Did you take one year of Physics classes?" (YES/NO) If yes, were Physics courses calculus-based?" Y/N)

QUALIFYING QUESTIONS: "First of all, have you made any definite plans for furthering your career, or are you still looking for the right opportunity?" (STILL LOOKING/NO DEFINITE PLANS) (HAVE DEF. PLANS) If so, what plans?" _____

HT _____ **WT** _____ **Are you currently employed? (YES/NO)** **What do you do?** _____

Do you have any prior military service? (YES/NO) **Branch** _____ **Rank** _____ **Years ACDU** _____

Date Discharged/Type _____ / _____ **RE Code** _____ **Specialty** _____

Do you have any medical/physical problems? (YES/NO) **Explain:** _____ **Sight or hearing loss? (YES/NO)**

Have you had any surgeries or broken bones? (YES/NO); Allergies or Asthma? (YES/NO); Tattoos? (YES/NO) Visible? (YES/NO)

EXPLAIN: _____

Other than minor traffic violations, do you have a police record of any kind? (YES/NO) (JUVENILE/ADULT)

EXPLAIN: _____

Are you single/married/divorced? (circle one) **Dependent Children?** _____ **Custody? (YES/NO)**

At this point, if any of the questions are disqualifying, including non-competitive GPA, so state and end the call politely. If not, continue...

TRIAL CLOSES & CLINCHING THE CONTACT TIME:

"Based on our conversation, you sound like someone we would be interested in talking to further about our job opportunities. As I mentioned earlier, we are accepting applications for positions in the UNITED STATES NAVY as active duty Commissioned Officers. Application is by INVITATION ONLY and would be based on the results of a written test you will take. **Does this sound like an opportunity that might be of some value to you?**" (YES/NO)

If YES... "The next step would be to arrange an appointment for you to come in to interview and test.

"The test you will be taking is a college level aptitude test and there is no fee or obligation on your part. It usually takes about 3 hours to complete. After the test is scored, a follow-up interview will be conducted by an officer representative. He/she will discuss your scores and options available to you, as well as assist you in making formal application, should you desire to do so. The test is given at (LOCATION) at (TIMES) on (DAYS OF THE WEEK). Which time would be better for you? If for some reason, you are unable to make the test date, please notify us immediately to see if it is possible to reschedule. Do you have a pencil and paper? You are scheduled to take the test:

Day _____ **Time** _____ **Location** _____ . The number, in case you need to reschedule, is: _____

"GOOD LUCK on your test and interview. Thank you for calling. Goodbye."

If **NO**, but GPA is competitive (2.7 or higher), ask if they would be willing to speak with an officer rep and get info anyway and/or **ask for a referral**. "I'm sorry we weren't able to help you today, but perhaps you know someone who we can help..."

NOTE: If LPT is not making appointments for the OPO Department, end the conversation by saying.... "An officer representative will call you to schedule your test. When would be the best time to contact you?" _____.

CHAPTER THREE
LOCAL (NAVCRUITDIST) LEADS POLICY AND OPERATING PROCEDURES

TAB C
CAMPUS VISIT LEAD TRACKING INFORMATION

College/University: _____

Campus Visit Date: _____

Advertising Schedule - Newspaper:_____ Ad:_____ Date:_____

Direct Mail Letter: _____ Date Mailed: _____

Prospects who state they arranged to see an Officer Recruiter as a result of District advertising (specify ad or direct mail letter for each name):

<u>FULL NAME</u>	<u>NUMBER</u>
1. _____	AD OR DM? _____
2. _____	AD OR DM? _____
3. _____	AD OR DM? _____
4. _____	AD OR DM? _____
5. _____	AD OR DM? _____
6. _____	AD OR DM? _____
7. _____	AD OR DM? _____
8. _____	AD OR DM? _____
9. _____	AD OR DM? _____
10. _____	AD OR DM? _____
11. _____	AD OR DM? _____
12. _____	AD OR DM? _____
13. _____	AD OR DM? _____
14. _____	AD OR DM? _____

Return to the LPT within **Ten Days** after Campus

CHAPTER THREE
LOCAL (NAVCRUITDIST) LEADS POLICY AND OPERATING PROCEDURES

TAB D

SUMMARY OF LPT REQUIRED ACTIONS DAILY	
ACTION	DESCRIPTION/SOURCE
1. Check new Leads records.	In NALTS reports, choose "Summary or Detail List" of leads by date range.
2. Forward local "hot" leads to station by telephone.	Telephone leads forwarded within 30 minutes.
3. Enter new local leads in NALTS.	NALTS Application
4. Update the disposition of local and national leads in NALTS.	Input disposition/accession information from Recruiter Feedback cards.
5. Cross-check NAVCRUITDIST daily new contracts/shipping list against NALTS records and Web RTools.	Obtain list from EPO and update NALTS records.
6. Print copy of accessed records.	When an accession is entered, print copy of record & file for back-up purposes.
7. Run List of Leads Report for officer national Leads received each morning.	Report lists new officer leads. Deliver to OPO.
8. Review incoming email messages.	Check for responses to mailings and respond as necessary.
9. Submit NALTS Problem Reports as necessary.	NALTS Application.
10. Add/change suppressions.	NALTS Application
11. Activate ads as necessary in Ad Management.	NALTS Application
12. Cross check officer selects listing against NALTS records and Web OTools.	Obtain from OPO (Ensure OPO queries all 'selects' regardless of applicant's intent to accept)

SUMMARY OF LPT REQUIRED ACTIONS WEEKLY	
ACTIONS	DESCRIPTION/SOURCE
1. Run Upcoming/Overdue leads Report.	Route to RinCs or OPO for Officer leads.
2. Solicit campus visit LEAD tracking forms from OPO.	Officer recruiters are required to report leads from campus visit advertising.
3. Activate ads as necessary in Ad Management.	NALTS Application.
4. Query the total of Unassigned and Overdue Leads in Web RTools	Route to CR, Zone Supervisor, and RinCs for action.

SUMMARY OF LPT REQUIRED ACTIONS MONTHLY	
ACTION	DESCRIPTION/SOURCE
1. Run Monthly Status Summary, Ranking Report and Recruiter Feedback Analysis Report.	Analyze, highlight, and write short comments and <u>review</u> with XO/CO, EPO, CR, and OPO by 8 th of each month.
2. Analyze newspaper, direct mail tracking reports.	Notify EPO/OPO of bottom line and adjust plan.
3. Run Contract Analysis Report.	Analyze and review with CO/XO, EPO, CR, and OPO.
4. Update Newspaper Ad Plans for monthly activity with actual data.	Costs for all Advertising placements.
5. Provide EPO/OPO/LPTS with monthly advertising schedule.	ADCO compiles and routes.
6. Run List of Leads Report.	Forward to RinCs and ZSs as needed and file chronologically.
7. Reconcile FASTDATA. Clear all Active Document Listings.	Supply/Budget Officer
8. Be 100% spent for the month.	Supply/Budget Officer
9. Run new leads reports and file. Copy to Z/S's & RinCs.	File copy kept for current + 2 years. Use for audits & notifying Z/S's and RinCs of current activity.
10. Run Lead Production Summary and Detail Reports.	NALTS User's Guide, Sec. 6.
11. Submit Internal Request Documents (IRDs) to Supply to establish newspaper (PREOB).	Based on obligations projected in the fiscal year Ad Plan. (as required)
12. Run search of 6.99 and 4.0 leads.	Re-disposition appropriately.

SUMMARY OF LPT REQUIRED ACTIONS QUARTERLY	
ACTIONS	DESCRIPTION/SOURCE
1. Submit Internal Request Documents (IRDs) to supply to establish newspaper (PREOB).	Based on obligations projected in the fiscal year Ad Plan. (as required)
2. Update evaluation files	Update tracking reports in evaluation files for newspaper and direct mail advertising. Update good, bad, and OK lists.
3. Reconcile FASTDATA. Clear all Active Document Listings.	Supply/Budget Officer.
4. Be 100% spent for the quarter.	Supply/Budget Officer
5. Review territory maintenance in NALTS.	Provide confirmation of verification to NAVCRUITCOM N9124.
6. Submit required reports to NRC.	Budget Expenditures. After-Action Reports.

SUMMARY OF LPT REQUIRED ACTIONS YEARLY	
ACTIONS	DESCRIPTION/SOURCE
1. Develop New Ad Plan (start in May). Complete in NALTS by 15 July. Send copy to Region rep, if available.	Solicit inputs from Department Heads, NAVCRUITDIST Marketing Council to create <u>new</u> Ad Plans.
2. Submit breakdown of advertising budget to Supply and NAVCRUITCOM N912.	Budget call worksheets. (ASPMQ)
3. Submit department budget requests with justification to budget officer.	Project travel, ADP equipment and administrative funds needed for next FY. (Submit in July).
4. Review territory maintenance and submit district-to-district zip code changes to NAVCRUITCOM.	District-to-district zip code changes must be routed through NAVCRUITREG Commanders and Commanding Officers to NAVCRUITCOM N521. Once approved by N521, N9124 executes in NALTS.

CHAPTER THREE
LOCAL (NAVCUITDIST) LEADS POLICY AND OPERATING PROCEDURES

TAB E
RECRUITER LEAD FOLLOW-UP PROCEDURES

1. Aggressive and timely Recruiter follow-up of Sales leads and Referrals is essential in converting them into new Contracts.

Sales leads generated from advertising are people who respond to an ad offering a job with training. These responses are pre-screened, but not pre-sold. Recruiters must finish the screening, establish rapport and then motivate and sell sales leads. Like most prospective Enlistees and Officers, sales leads are wary of a Navy enlistment or Officer commission. Their primary motivation is the job and benefits, not necessarily the Navy. Keeping these points in mind is essential in dealing with and overcoming objections in order to motivate sales leads to join the Navy. Recruiters, when working sales leads and referrals, shall use the following procedures.

2. Sales leads generated from Local and National Advertising

a. Enlisted

(1) Call the lead immediately, within the hour if possible, to get an appointment using the script provided below.

(2) Get referrals

(3) Keep working the lead until they commit, become unqualified, or tell you not to call anymore.

b. Officer

(1) If the prospect has not been tested, call the lead using the script, screen them and make an appointment for testing, if apparently qualified.

(2) Properly fill out and return the Recruiter Feedback Card to the LPT within 30 days or less.

(3) Get referrals

(4) Keep working the lead until they access, become unqualified or tell you not to call anymore.

3. **Recruiter follow-up scripts for sales leads.** (To be given to recruiter's for use when calling all leads.)

These scripts were designed to be used with locally and nationally generated sales leads, and complements the LPT phone scripts that are used to respond to locally generated leads. They will help you in setting appointments and provide you with pertinent information for future follow-up. Remember though, if a lead is not interested in talking to you now about a job in the Navy, they may become interested at a later time. It is important to keep a tickler file for lead prospects in order to keep in touch periodically with them until they either become unqualified or tell you not to call any longer.

1. (Prospect's name) this is (your name) from (your office).

2. Do you have a minute?

3. I'm the local Navy representative here in (city) and the reason I'm calling is because:

a. **Local LEADS - Direct mail** - I was notified by my responding to: District Personnel Office that you sent in a request for more information concerning a piece of mail we sent to you regarding money for college/job training/travel, etc. Is that correct?

Great! I would like to get together with you to answer all of your questions - but first, if you wouldn't mind (prospect), would you share with me what exactly prompted you to request this information in the first place?

THE PROSPECTS REPLY WILL GIVE YOU ALL YOU NEED TO BUILD RAPPORT AND GET THE APPOINTMENT
--

 (Go to script #4)

Newspaper ads - I was notified by my District Personnel Office that you responded to one of our newspaper employment ads for aviation ground support/postal clerks/welders/firemen, etc. Is that correct?

PROSPECT WILL RESPOND WITH SOME VARIATION OF "YES". ALLOW THE PROSPECT TO EXPRESS ANY NEGATIVE THOUGHTS HE/SHE MAY HAVE ABOUT ANSWERING A BLIND NEWSPAPER AD. THIS WILL REMOVE THE MAJOR STUMBLING BLOCK TO ESTABLISHING RAPPORT

(Continue with...)

Well (prospect), I understand, but the reason "I" wanted to speak with you today was to see if you would be willing to tell me what it was that prompted you to call that ad in the newspaper. Would you mind sharing that with me?

WAIT FOR PROSPECT TO RESPOND...

UNLESS HE/SHE SIMPLY REFUSES TO SPEAK WITH YOU, HIS/HER RESPONSE WILL BE SOMETHING YOU CAN EASILY BUILD ON TO ESTABLISH RAPPORT AND GET THE APPOINTMENT (Go to script #4)

- b. **National LEADS** - Direct mail - I was notified by my responding to: District Personnel Office that you sent in a request for more information concerning a piece of mail we sent to you regarding money for college/job training/travel, etc. Is that correct?

Great! I would like to get together with you to answer all of your questions - but first, if you wouldn't mind (prospect), would you share with me what exactly prompted you to request this information in the first place?

THE PROSPECTS REPLY WILL GIVE YOU ALL YOU NEED TO BUILD RAPPORT AND GET THE APPOINTMENT (Go to script #4)

FastWeb - I was notified by my District Personnel Office that you were on the Internet recently looking for money for college, and registered with FastWeb.com. And while doing so, you also requested some information concerning the Navy's outstanding

college scholarship program. Is that correct?

Great! I would enjoy getting together with you to provide you this information and to answer all of your questions - but first, if you wouldn't mind (prospect), could you give me a few details as to what your specific college needs are, which prompted you to visit FastWeb.com and register for these opportunities in the first place?

BASED ON WHAT THE PROPECT SAYS - NOW BUILD RAPPORT, HAVE SOME CONVERSATION AND (Go to script #4)

Internet - I was just notified by my District Personnel Office that while surfing the Web recently, you visited our NavyJobs.com web site. And while doing so, you requested more information about our jobs. Is that correct?

Great! I would like to get together with you to answer all of your questions - but first, if you wouldn't mind (prospect), I was wondering if you would share with me exactly what prompted you to visit our web site - and specifically - what did you find to be the greatest interest to you?

BASED ON WHAT THE PROPECT SAYS - NOW BUILD RAPPORT, HAVE SOME CONVERSATION AND (Go to script #4)

4. Well (Prospect), based on the information you have just told me, you sound like someone I'd like to meet. This way, we could explore your desires/interests/goals in more detail to see if what I can offer you is really of interest to you in order for you to achieve your goals/desires. At the same time, I can see if you're the type of person who would do well in our program - because as you may know, the Navy isn't for everyone.

If not, then perhaps I could point you in another direction that might be of some help to you.

GETTING THE APPOINTMENT

5. And I was wondering (prospect)...

- a. **Prospect is at home** - Since you are at home right now, I've got some free time at the moment and could drop the information off with you, as well as get a chance to meet you and conduct a short interview. That would be very convenient for me - how about you?

OR

- b. **Prospect is busy now** - When is your next day off or free period this week?

CLINCH THE APPOINTMENT

Great! It so happens that I'll be in your area/at your school/or on campus on (date/time) and then again (date/time). I would appreciate it if we could arrange one of these times since I have those available now. Which of these two days/times would be better for you (and your parents - if necessary) and I to get together for about a half an hour or so?

Good! Do you have a pen and a piece of paper handy?

Again, my name is (spell it) and my phone number is (your number).

I'm going to pencil you in for (date/time), so please write that down.
In the event you need to contact me sooner, just give me a call.

Next, let me give you an idea of what we'll be covering during your interview:

(Have Prospect write these down too and bring to the interview - really!)

1st - Jobs/Career opportunities in the Navy.

2nd - Important hiring information, procedures and qualifications required.

3rd - Options available to help prepare you for a field.

4th - Educational opportunities/money for college and other important benefits.

(Prospect) Can you please read those items back to me? I want to make sure I haven't missed anything (including office number).

VERIFY THE PLACE OF APPOINTMENT. GET DIRECTIONS AND CONFIRM

What is the best way to get to your home/ school/ campus?

6. Just so I'm better prepared for when we do get together, do you mind if I get your answers to a few other questions?

Of course, under the Privacy Act, you don't have to answer any questions. However, the more I know, the more I can help you determine what kinds of Navy positions you may qualify for.

READ PRIVACY ACT
BLUE PRINT AS NORMAL

7. (Prospect), I'm sure you can understand the importance of our getting together, right? Just as my time is valuable to me, I'm sure yours is to you, so I would appreciate it if you would make certain that you (and your parents?) are home on (DAY) at (TIME), O.K.?
8. Oh by the way, if you have any friends who haven't made any decisions or they are looking for job, please invite them as well. I might be able to help them too.
- a. **Prospect NOT home.**

What is the best time to call? What is he/she doing now? Work/School?

Do you have a pencil and paper? I would like to leave my name and number.

- b. **If No Appointment Made** - I'm sorry we can't help you, but perhaps you know someone (of the right age)

who is out of a job/out of H.S./College that is seeking a job/trade/college money, whom I should be talking to about what our Navy offers?

IF NOTHING ELSE - TRY TO GET A REFERRAL

9. SOME ADDITIONAL NOTES ON THE SUCCESSFUL PROSPECTING OF LEADS:

a. ALL LEADS share some basic steps in common, as noted in the above phone script. These can be summarized in a short list of rules:

- (1) Before calling a LEAD, find out everything you can about it FIRST!
- (2) After introducing yourself - ask the prospect to tell you in his/her own words, exactly what prompted them to respond to whatever it was that turned them into a LEAD.
- (3) Don't be afraid to acknowledge that the Navy is one of several potential "other" opportunities the prospect may have. Remember - even if this prospect doesn't join the Navy, but he/she feels you helped him/her in any way, this will benefit you via word of mouth in the community. In addition to the credibility it gives you, it will also provide you the opportunity to use this prospect as an example to other prospects. Don't forget - even though we are in the business of finding QUALIFIED applicants for the Navy - we also want to help solve that prospect's need(s), if we can.
- (4) Finally, Without Selling Navy Over The Phone - Get The Appointment!

CHAPTER THREE
LOCAL (NAVCUITDIST) LEADS POLICY AND OPERATING PROCEDURES
TAB F
EXECUTIVE SCREENING PHONE POWER SCRIPT

EXECUTIVE SCREENING PHONE POWER SCRIPT					
CO (initials)	XO (initials)	OPO (initials)	EPO (initials)	CR (initials)	LPTS (initials)
LEAD/PROSPECT NAME (Last, First, MI)					
PHONE NUMBER		MARKET (Circle One) 12L 11S OTHER		LEAD DATE	
LEAD SOURCE (Circle One) NEWSPAPER DIRECT MAIL OTHER			NRS ASSIGNED		
<p>1. Hello, may I speak to (prospect's name) _____?</p> <p>2. Hello _____ this is _____ with Navy Recruiting District _____.</p> <p>3. The reason I'm calling is because recently you had responded to one of our (Newspaper/Mail-outs/Internet/Other) ads, and I would like to know if you were contacted in a timely and courteous manner by our Navy representative in your area? YES / NO If "NO", go to 4 (a). If "YES", go to 5.</p> <p>4. (a) Are you still interested in what the Navy can offer you at no cost or obligation to you? If "YES" continue with 4 (b). If "NO", go to LAST LINE.</p> <p style="padding-left: 40px;">(b) Great! One of our local Navy representatives will contact you in a few minutes at (time) _____ and please call me <u>toll free</u> if he or she fails to do so. Do you have a pencil or pen handy? I'll give you my toll free number: _____. Go to LAST LINE.</p> <p>=====</p> <p>5. (a) Were you satisfied with the information you were presented with and the answers to your questions? YES / NO If "NO", Go to LAST LINE. If "YES", continue.</p> <p style="padding-left: 40px;">(b) Are you <u>still interested</u> in what the Navy can offer you at no cost or obligation to you? YES / NO If "YES" continue. If "NO", Go to LAST LINE.</p> <p style="padding-left: 40px;">(c) Great! One of our local Navy representatives will contact you in a few minutes at (time) _____ and please call me toll free if he or she fails to do so. Do you have a pencil or pen handy? I'll give you my toll free number: _____. Go to LAST LINE.</p> <p>LAST LINE: Thank you for your time. By the way, do you know anyone else we should be talking to about the many opportunities available in the Navy?</p>					

ACTION TAKEN: _____ DATE/TIME: _____/_____/_____
ADDITIONAL COMMENTS: _____

CHAPTER THREE
LOCAL (NAVCRUITDIST) LEADS POLICY AND OPERATING PROCEDURES

TAB G
LPTS STATION VISIT CHECKLIST

NAVCRUITSTA: _____ Date: _____

RinC: _____ Zone Supvr: _____

LPTS: _____ Follow-up Date: _____

1. What to Bring:

- o Local Leads FY to date (compare against RTools counts)
- o National Leads FY to date (compare against RTools counts)
- o 5 packets of local mails pieces (each packet will contain various mail pieces that the NRD Leads sends out; have the NRS critique pieces to see what will be effective in their area)
- o 5 copies of most recent Leads Production Report (Focus on the NRS Leads production as compared with the rest of the district)
- o Listing of the NRS' overdue and upcoming overdue Leads (compare against RTools - the station may be unaware of some Leads)
- o 5 copies of the Recruiter Leads Follow-up Script (TAB E)
- o Summary of the Station Visit form (ensure RINC, ZS, CR and XO receive copies)

2. What to do:

- o Print copy of Count Records screen
- o Print out all Local Leads FYTD (alphabetically)
- o Print out all National Leads FYTD (alphabetically)
- o Count total number of H. S. seniors from school folder (males): Web Steam:

Query Records for:

- o Total male: grads:
- o Total male: grads:
- o Total male: grads:
- o Total male: grads:

3. Discuss purpose and then practice Recruiter Leads Follow-up Script with RINC and recruiters.

Discuss National Leads generation:

- o 1-800-USA-NAVY
- o www.navy.com
- o Cyberspace
- o Direct Mail
- o National TV, Radio, and other advertising

Discuss Local Leads generation:

- o Direct Mail
- o Newspaper (Blind Ads)
- o Other Media

4. Review a few open leads in RTools with RINC to check on timely follow-up: (How many open leads checked? (10% of four month total)

- | | | |
|--------------------------|---|---|
| o Date of CNRC Download: | / | / |
| o Date of first attempt: | / | / |
| o Date of first contact: | / | / |
| o Date of first attempt: | / | / |
| o Date of first contact: | / | / |
| o Date of first attempt: | / | / |
| o Date of first contact: | / | / |
| o Date of first attempt: | / | / |
| o Date of first contact: | / | / |
| o Date of first attempt: | / | / |
| o Date of first contact: | / | / |

Notes:

RTOOLS QUERIES

****LEADS CONVERSION RATE: RN / RL: Total: *** /
NRD LEADS CONVERSION RATE: RN / RL: ***

NRS Goal:

FYTD: Attain: % How many additional contracts
with an average NRD/REGION/CNRC (circle one) Conversion rate?

LFY: Attain: % How many additional contracts
with an average NRD/REGION/CNRC (circle one) Conversion rate?

a. Count Records :

Total Records:

School Market:

Work Force:

Never Prospected:

b. Query for NEW Nalts:

Total New Nalts:

c. Query for LEADS in system (last four-months):

Total:

Open LEADS:

d. CIRIMS:

Does the RinC have access to CIRIMS system?

Does the RINC ensure all Reserve Leads are disposition
correctly in CIRIMS?

How many overdue "Hot" leads ?

How many unassigned leads ?

How many "New" working leads ?

e. Does the NRS have a LEADS follow-up plan and is it being
followed? What is it and is it effective? Do they attempt
to use at least three sources of prospecting? (PH, DK, MO)?

f. Are all LEADS being contracted within 24 hours of receipt?
(Yes or No) Do all LEADS remain in the working tickler for
four months or until a final disposition occurs ? .

g. Does the RINC conduct executive phone calls on all LEADS,
who have not been contacted within 72 hours
and or decline to process? (Yes or No) Is the
information annotated on the RTools record? (Yes or No)

h. How many over due LEADS does the NRS have? . If the
NRS has overdue LEADS, do they have a plan on correcting
this discrepancy?

i. Have all school list been turned in? (Yes or No) What
Schools are missing?

Improvements and suggestions discussed:

RINC: _____ LPTS: _____

Date: _____

TRAINING SYLLABUS

NAME :		RATE :		SSN :	
TRAINING TYPE (FORMAL/OJT/PQS/GMT)	TRAINING SUBJECT	DATE	INSTRUCTOR	HRS	ENTRY BY
OJT	LEADS				

KEY POINTS

CHAPTER FOUR GUIDANCE FOR PREPARING FISCAL YEAR LOCAL (NAVCRUITDIST) ADVERTISING PLANS

The following key points are emphasized in this Chapter:

- Guidelines for preparing the Fiscal Year Local Advertising (NAVCRUITDIST) Plan, and working with the Projected Expenditure (PE) Report
- Advertising Planning Analysis Guidance

CHAPTER FOUR
GUIDANCE FOR PREPARING FISCAL YEAR
LOCAL (NAVCUITDIST) ADVERTISING PLANS

401. INTRODUCTION TO ADVERTISING PLANNING

a. The purpose of an advertising plan is to clearly state how advertising is going to help you meet your active and reserve recruiting goals. It is a specific, detailed and measurable plan-of-action, which on 1 October each year becomes executable via NALTS. **(See Tab C of this chapter for sample ad planning worksheets.)**

b. Based on the District MOP, the advertising plan addresses all recruiting programs that are to be supported. Recruiting programs are different from each other in many ways (education, age requirements, citizenship, selling points, etc.), and they require different plans of action tailored to these differences. The five major program areas are:

(1) GENERAL ENLISTED (all Enlisted programs, including Nuclear Field and Reserve programs)

(2) GENERAL OFFICER (Supply Corps, CEC, Aviation, Reserve programs and other Officer programs not included under Nuclear, Medical or High School NROTC programs)

(3) NUCLEAR OFFICER (NUPOC, Nuclear Instructor and Naval Reactors)

(4) MEDICAL OFFICER (Physician, Dentist, Nurse, MSC, and HPSP) including Reserve.

(5) HIGH SCHOOL NROTC-NO4Y (Including Nurse NROTC)

c. The recruiting programs which require advertising support are delineated in the marketing operations plan, as well as a definition of the target market for each program (who), location of the target market (where), sales approach (how) and timing (when). This information will help to determine the best advertising approach to take when building the ad plans.

402. LOCAL ADVERTISING PLAN ORGANIZATION. The amount, type and frequency of advertising support that you give to each program category will depend on your marketing objectives and local advertising resources (funding/personnel). In order to determine this, your advertising plan for each program category has up to five components. The Projected Expenditure (PE) report summarizes all the program categories and planned budgets. Each component can be printed out from NALTS using the

"reports" functionality once the advertising plan has been completed.

a. Objectives and Strategies. Also known as "Ad Planning Goals", these are statements of what you want to accomplish (objectives) and how you intend to accomplish them (strategies). Included with the strategies is a short statement of what you will do if you are out-of-limits (e.g., not meeting your objective due to market changes, budget reductions or recruiter follow-up). Objectives and strategies are the basis for your entire plan. A thorough analysis of your current Leads performance FYTD, as well as historical performance, is essential to developing valid objectives and strategies, including input by EPO/OPO (see Article 403.a.).

b. Media Channels. There are three basic channel types for the media you will use: the first includes newspapers (commercial, college and high school). It details circulation, number of insertions, average size of each insertion and total cost per medium. The second type is for direct mail, and it includes quantity mailed, advertising (print), and postal costs. Mailings are listed in chronological order beginning with October activity. The third listing is for other media, and it includes all other planned media and miscellaneous costs, including newspaper subscriptions.

c. Planning. These are locally created FY calendar charts on white boards within the LPT which show advertising to be placed each week, by newspaper, direct mail, and other media.

d. Ad Plan Summary. This is a budget summary for the individual program, which is shown in the ad planning section of NALTS or on the objectives and strategies page of the ad plan report.

e. PE Report. This report constitutes a spending plan. It projects funds to be obligated per medium, per program, by quarter, based on how the plans are constructed. Dollar totals will equal dollar totals of the media channel types. After 1 October, and execution of the Ad Plan components, the PE report is updated to reflect changes in projected amounts, as well as actual expenditures.

403. ADVERTISING PLANNING RESPONSIBILITIES. As previously mentioned, the NAVCRUITDIST Marketing Council is responsible for developing the fiscal year Marketing Operations Plan (MOP) and all its sub-plans, including the advertising plan. The marketing council is composed of department heads and special assistants and shall meet, at a minimum, on a quarterly basis; sooner if needed. In the case of the advertising plan, the LPT

ADCO is responsible for building the plan in NALTS based on input from all department heads. Specifically:

a. The Enlisted Programs Officer (EPO) and Officer Programs Officer (OPO), with input from recruiters and field managers, define target markets (who they want to advertise to), set advertising objectives and strategies and define the parameters for the spending plan (i.e., how much money to allocate to each program). This is done by analyzing the current target market and analyzing past leads performance FYTD. WEBSTEAM and All Services Accession Data should be used as well to help identify the market and where past lead activity came from. It has been proven that the most effective media in local advertising has been direct mail. In order for the LPT to ensure maximum benefit to the field, the market for mailings must be identified and maintained at a minimum of 75%. This can only be accomplished if the production chain (Recruiters, RinCs, Zone Supervisors, Chief Recruiters or Assistant Chief Recruiters, EdSpecs, Nuclear Coordinators, Youth Programs), under the leadership of the EPO/OPO, will push to attain and provide to the LPT, useable mailing lists (e.g., High Schools, VOTECs and Colleges) from sources unique to each territory. Emphasis should be placed on outlying areas and small High Schools/Colleges that would not generally be included on any other lists provided by DoD.

b. The LPTS will ensure that market mailings are identified and appropriate using information from WEBSTEAM data. School lists should be gathered from the field throughout the school year for database input. After all production chain resources have been exhausted, advertising funds may be used to cover all other remaining name lists/areas that are needed, so long as it does not duplicate nationally provided lists. In addition, the LPTS supervises the ADCO and ensures that advertising and Leads tracking data is properly analyzed to determine media effectiveness. Effectiveness is determined by analyzing tracking data compiled from the good, bad and okay files maintained by the ADCO (discussed in Article 301). This information must be used in developing advertising objectives and strategies, media channel types, and planning charts (discussed in Article 402). The LPTS shall inform the EPO/OPO on the effectiveness of all advertising media, including newspaper, and solicit new input/ideas during marketing council meetings. See page 4-C-3. for more information on evaluating newspaper and direct mail campaigns.

c. The ADCO puts the actual plan together, using data from the current year Ad Plan, market analysis, advertising tracking data, applicable NAVCRUITCOM directives and marketing council

guidance. The ADCO shall amend the plan throughout the year as needed.

d. The Executive Officer coordinates the planning process ensuring milestones are met.

404. ADVERTISING GUIDANCE

a. The creative part of advertising is the combination of words, pictures, and messages that is directed to the audience. At the NAVCRUITDIST level, the most effective message we have to deliver to the enlisted workforce audience is "jobs." Specific jobs, technical training and a "call to action" (i.e., Call 000-0000) are featured in unidentified or blind "Help Wanted" newspaper ads to generate calls into the LPT shops.

b. Both the work force and the school markets will be important sources of leads, especially for enlisted programs. NAVCRUITDIST direct mail is very effective in generating responses from the school market and other professional markets. With name lists of seniors in high school, students and graduates from two-year colleges, selected college students and medical professionals in necessary specialties, you can generate quality leads with well-planned direct mail campaigns. Both direct mail and ads placed in college newspapers should feature jobs or scholarships/special allowances. All other positive aspects of Navy (i.e., technical training, benefits, bonuses, and an opportunity to serve your country) can also be used to good effect.

c. The Navy's national advertising effort is directed primarily toward creating a positive image of the Navy and stimulating interest about opportunities in the Navy through awareness, and branding. National advertising efforts, position the Navy brand by using a current authorized tag line. Local ads will also use the line, where appropriate, in order to increase identification with the on-going national campaign. Tag line campaigns ("Navy...Accelerate Your Life™", "Journey", "Tomorrow", "Adventure", and "Full Speed Ahead") used in previous years shall not be used or referenced in any advertising. The difference between national and local advertising is national is primarily directed toward creating awareness, influences attitudes toward the Navy, and branding, while local advertising is placed solely to generate leads.

d. Each medium in which you advertise must be examined and evaluated in terms of cost and ability to reach the target audience segment and generate response. The two local media, which are most cost-effective in generating responses, are direct mail and commercial newspapers. Advertising in college

newspapers in preparation for important campus visits by officer recruiters can also help increase activity. However, college newspaper advertising should be carefully evaluated because of its marginal effectiveness for generating leads. High School newspapers are generally not effective in generating leads.

e. As previously mentioned in Article 403.a., direct mail is the most effective medium for stimulating responses from the target audience. The challenge is to identify qualified members of the target market. If you had the name, address and phone number of every person who was qualified and possibly interested in joining the Navy, you would not need to advertise any more. You would use direct communication (i.e., in person, on the phone, or the Internet or through direct mail) to persuade qualified young people to join the Navy. But, since you don't have this information, you must advertise to obtain it. Planning for your direct mail programs should be based on making mail-outs at appropriate times of the year to segments of your market for which you have names and addresses. Timing is important. The National Direct Marketing Schedule (found in the DM Guidebook) should be used as a guide to determine local mailings.

f. Local Reserve Mailings. There are currently several Reserve local mailers available for use. Additionally, system enhancements are being built to add prior service lists from CIRIMS into NALTS to accomplish local direct mailings is forthcoming.

g. Classified advertising in the help wanted section of larger, metropolitan newspapers is the most efficient way to generate responses from the Enlisted workforce market. Depending on the number of leads you need to generate to meet your advertising objectives and the amount of funding you have to work with, you will schedule your advertising for a certain number of days per month. Typically, the best time of the week to advertise is Sunday/Monday. Small paper advertising may be dependent on the days of the week the paper is printed.

h. Advertising in college newspapers and in Student job placement listings can also generate responses from the school market especially in conjunction with campus visits. In most cases, the school papers are only available for nine months of the year, usually September through May. Again, depending on the leads you need to generate and the amount of funding you have to work with, schedule your advertising for some or all of these nine months in the most productive schools. High school newspaper advertising is not cost effective. Rather, direct mail to high school name lists should be used.

i. The Navy has long used promotional events to build positive attitudes toward Navy programs. Ship visits, Blue Angels air shows, EOD Dive Tanks, community outreach events, and Navy bands are some of the ways in which awareness and attitudes are influenced on a local level; however, awareness is only part of the job of promotions. All of these promotions can generate sales leads; this should be the primary objective. Promotions should never be supported with paid advertising unless all avenues of free advertising, publicity and news releases have been explored. If you determine that paid advertising can be used cost effectively to generate sales leads through promotions, the following steps should be taken into consideration when seeking approval:

(1) Evaluate each promotion for its potential in generating activity and interest among your target market. Select only those promotions that will directly benefit recruiting.

(2) State what you expect from each promotion (e.g., whether it will draw officer or enlisted candidates or both). State how many people you want to attend, how many leads, and contracts you expect.

(3) Support the promotion by advertising the event to your target market. If you have a good name list, direct mail outs made three or four weeks prior to the event to generate qualified sales leads can be very effective. If you want to limit attendance to say, Navy Pilot candidates, advertise to college and quality work force market and limit attendance to invitation only. Only issue an invitation if the person is qualified. Navy promotional dates are coordinated through NAVCRUITCOM (N91).

j. A "Premium" is an item (i.e., skateboard or four-wheel ATV) having significant monetary value. Local advertising funds are not authorized for the purchase of premiums.

405. DEVELOPING OBJECTIVES AND STRATEGIES

a. Advertising objectives and strategies directly support NAVCRUITDIST marketing plan. They state what the recruiting goal is for the fiscal year and what percentage of goal will be attained through advertising. They also state how many leads need to be generated to meet this objective. A sample of an objectives and strategies grid is included below.

b. Before you can develop objectives and strategies, you need to answer the following questions, based on analysis of past activity:

(1) What percentage of new contract goal did you attain through advertising FYTD and last year? How much more can you attain next year with planned resources?

(2) Who is it you want to recruit? What percentages are in the school market? What percentages are in the work force market?

(3) How many leads did you generate this year FYTD and last year? How many more can you generate next year?

(4) At what rate did recruiters convert leads this year FYTD and last year? How much better can they convert leads to new contracts next year?

PROGRAM: GEXX	FY (prior)	FYTD (current)	FY (planned)
District goal	100	120	130
Percent attained through advertising/ Leads	5%	6%	7%
Number of QI Leads	1,500	1,800	2,000
Recruiter conversion ratio	20:1	18:1	17:1
Percent of market in school	20	25	25
Percent of market in workforce	80	75	75

c. The above grid provides a format for you to answer these questions and look at the results. Use the grid for each Enlisted and Officer program. The prior year information you need to complete this grid can be found using your various Leads analytical reports and the NAVCRUITDIST marketing plan.

d. Objectives. Objectives must reflect more than NAVCRUITCOM's minimum objectives (see yearly Advertising Planning Guidance for current levels); however, they should also realistically reflect current and projected resources and capabilities.

e. Strategies. Your advertising strategies are measurable statements of what you plan to accomplish with your advertising. These strategies are broken out between advertising for school market and advertising for the work force market. Each strategy states how many leads you expect to generate from newspaper, direct mail or another medium to that market. You must include a specific strategy for each advertising medium you plan to use. Typically, you'll plan to get more leads from workforce verses high school. The number of leads you plan to generate should be

reasonable and measurable. Review your answers to the above questions to make sure.

f. Out-of-Limits

(1) In your strategies, you state how many qualified leads you plan to generate in order to meet your objective. The number of leads needed is based on your recruiters' average lead conversion ratio and what percentage of goal you want to make through advertising. For example, assume you want to make 15 percent of the NAVCRUITDIST's Enlisted goal. If the goal is 2,000 and the recruiter average lead conversion ratio is one out of eight (8:1), you'll need to generate 2,400 qualified leads ($2,000 \times .15 = 300$ new contracts; $300 \times 8 = 2,400$ qualified leads). This will be computed by NALTS when you build the ad plan.

(2) If any of these factors change during the year, you'll need to adjust all the factors to compensate. An out-of-limits statement specifically defines under what conditions you will consider yourself in danger of not making your objective and what you plan to do to get yourself back on track. Using the above example, if recruiter actual average conversion rate drops to one out of ten (10:1), then you will be out-of-limits if there is not a corresponding increase in the number of leads that must be generated based on the actual conversion ratio.

406. DETERMINING LEAD RATIOS TO GOALS

a. As a guide to determining the number of leads, new contracts and selects to obtain, the following sample ratios have been developed. The ratios will vary from NAVCRUITDIST to NAVCRUITDIST, according to the results of your NAVCRUITDIST lead tracking analysis, and they should be adjusted accordingly. Use this sample data to develop your own ratios.

b. Sample Responses, QIs and Contracts/Selects:

<u>Program</u>	<u>Responses</u>	<u>Qualified Interested Leads</u>	<u>New Contracts/ Selects</u>
General Enlisted	50	8	1
General Officer	45	25	1
Aviation	45	25	1
Nuclear	60	40	1
Medical	65	40	1
NROTC	(No tracking data available)		

c. Using the above general enlisted numbers, we can develop some specific objectives and strategies. Using the example from paragraph 405f, if the leads enlisted objective is to account for 15 percent of goal (300 contracts out of 2,000 non-prior service new contracts), then you'll need to generate 15,000 total responses from both school and work force markets (50 x 300), from which the LPT will screen out 2,400 qualified interested leads, or 16% (response-to-QI rate). If recruiters are converting eligible leads to contracts at an eight to one ratio, then advertising will account for 300 new contracts or 15 percent of goal. The same process applies for other programs. Your advertising and lead tracking data will help you determine the most feasible advertising objective. Be as realistic as possible. However, if you find that recruiters are converting leads into new contracts at a different rate than you planned, be prepared to make adjustments throughout the year to the total number of leads you need to generate, or the number of new contracts you plan to get.

407. DEVELOPING MEDIA CHANNELS. Media channels are important because they help you plan how many dollars will be needed to pay for newspaper advertising. Media channels must include every advertising medium you plan to use during the year. Also, newspaper subscription costs must be clearly listed under Other Media. Specific information must be included. For newspapers, it is the number of ads per day, days per week, weeks per year, average ad size and total ad cost. In the case of other media, similar information is required. Direct Mail requires planning the number of drops per month to specific lists, as well as total print and postage costs. Accurate media channels are crucial in order to develop effective advertising plans.

Note: The following is general marketing guidance, based on available information. You may find slight differences in your NAVCRUITDIST.

a. General Enlisted Program. You have four markets to advertise to in the General Enlisted program:

- (1) Work force (17-24 year-old high school graduates)
 - (2) School (high school seniors, junior college and technical schools students)
 - (3) Reserve Prior Service
 - (4) Non-Prior Service Basic (NAT)
- (a) Within these four markets are market segments, such as females, Blacks and Hispanics. Also in the workforce

and junior college are NAVETS. Depending on NAVCRUITDIST's priorities expressed in the MOP, you may typically allocate approximately 65 to 75 percent of your local advertising budget to the general enlisted program. Of this amount, you will allocate a certain percentage to reaching the school market and a certain percentage to the workforce market, dependent upon current and projected goaling criteria. The percentages are determined by goals, current DEP posture and analyzing where advertising can help the District most.

(b) In order to build your media channels, you should review newspapers in your NAVCRUITDIST territory and determine which papers provide effective circulation and reach coverage of your workforce market, and historically are cost effective in generating responses. Newspaper Ad Tracking Reports are helpful for this purpose. From this report, which can be run to show each newspaper you use, you'll be able to obtain an average cost-per-QI for each newspaper. This will help you evaluate the effectiveness of your newspapers in generating leads. Final determination of which newspapers to use and the weight of advertising per newspaper should be based on the amount of money allocated for reaching the workforce, past lead generation performance, cost efficiency (ability to generate leads at a reasonable cost) and your determination of how to best meet the NAVCRUITDIST marketing objectives. You should not advertise in newspapers that, in the past, have not generated leads cost efficiently.

(c) For the school market, you'll need to identify what name lists are or will be available, how many names are included (market identification for mailing purposes should be a minimum of 75%), how often you plan to mail to them and how much it will cost, both in advertising (print) costs and postage costs. The Direct Mail Tracking Reports are useful for this purpose. Your enlisted direct mail plan shall consist of, at a minimum:

1. ASVAB High Scorers (for NUC, ATF, AEF)
2. ASVAB Average Scorers
3. Next Year Grads (H.S. Juniors)
4. Current Year Grads (H.S. Seniors)
5. Past Year Grads (New Workforce)
6. Second Year Grads (Old Workforce)
7. Selective Service

(d) The amount and timing of your direct mail campaign will be dependent upon the number of leads you want to generate from the school and workforce markets, available name lists and number of times it can be used, as well as funds available.

(e) In addition, Junior colleges and VOC/TECHs need to be targeted for their younger students - those within our target market. Therefore, your direct mail name lists need to have age as a qualifier. Also, most junior colleges have electronic job placement computers. Make sure the NAVCRUITDIST has jobs listed and that the listing is current.

b. General Officer Program. Based on current projections, you will have one primary market to advertise to in this program: college (minority sophomores, juniors and seniors with strong math and science).

(1) Depending on NAVCRUITDIST priorities, you might allocate approximately 5 to 10 percent of your local advertising budget to this program. The bulk of the advertising in this program will be aimed at potential applicants for the BDCP program and all qualified minority students.

(2) In order to build your media channels, you should break out your colleges by student population, fields of study and past productivity for minority recruiting. The Officer Programs Officer should do this. The General Officer program has the greatest leeway in accepting college grads with non-technical majors; therefore, the college newspapers chosen may cover liberal arts colleges not covered by advertising for officer programs. The internet and direct mail are the most effective ways to reach college students. Minority student lists are generally not available, so direct mail should be used on campuses with significant minority enrollment.

c. Aviation Program. Your advertising markets for this program are similar to the General Officer program; however, aviation programs are usually very limited. Therefore, you will probably not allocate any funds for this program.

d. Nuclear Program. The college market is your primary market for nuclear officers (NUPOC, Naval Reactors). The emphasis should be on engineering colleges, which historically have supplied the majority of candidates for the Nuclear Program. To reach sophomores, juniors and seniors with technical majors, use direct mail (including flyers/mail box stuffers) and college newspaper advertising. Commercial

newspaper advertising should not be used. Depending on District priorities, you may allocate up to 10 percent of your local advertising budget to this program.

e. Medical Programs. Medical includes Physician, Dentist, Nurse, Medical Service Corps (MSC), HPSP and HSCP. Each of these recruiting programs has specific markets as outlined in the Medical marketing worksheets:

(1) Physician

(a) Residents (GME 1, 2, 3, 4) in teaching hospitals

(b) Private practice physicians (different incentives for physicians under 35 years of age than for physician over 35 years of age)

(2) Dentist - Dental schools (juniors and seniors)

(3) Nurse:

(a) Four-year nursing schools

(b) Work force specialties (BSN and diploma Nurse graduates)

(4) Medical Service Corps (MSC):

(a) Colleges and universities offering non-physician health care specialties

(b) Work force (persons working in health care specialties)

(5) Health Professional Sciences Program (HPSP) and Health Science Collegiate Program (HSCP).

(a) Colleges and Universities offering medical and dental curriculum (four year HPSP)

(b) Medical and Dental schools

Recruiting for nurses, physicians and dentists is very difficult due to a shortage of medical professionals and high demand by hospitals and other private employers. Emphasis must be placed on prospecting professionals in the workforce as well as offering scholarships and financial incentives to students. Because of its high priority, you might allocate up to 10 to 15 percent of your local advertising budget to Medical Programs. The most effective advertising medium to reach Medical Programs

markets is direct mail. The most comprehensive workforce lists for physicians, nurses and MSC are available from your respective state licensing boards. MCAT lists are provided twice per year to all LPTs. Medical journals are generally not effective in generating leads. Neither are commercial newspapers. College newspapers can be useful for announcing campus visits.

f. NROTC Program. There are two primary markets and one secondary market to advertise to in this program:

(1) High School (college-bound students, with emphasis on minorities and potential nursing majors)

(2) College (this market is covered by funding allocated to Professors of Naval Science)

(3) Parents and influential individuals

(a) As you may notice, the primary market in which you are interested for NROTC (high school market) is, to some extent, the same market as for General Enlisted except that NROTC prospects are college bound. Although the objectives are different, the strategies will be similar. Direct mail to ACT/PSAT/SAT high scorers is effective in reaching your primary market. In some cases you may also want to advertise to parents and influential individuals. This market is best reached through direct mail.

(b) Although funds are allocated to NROTC units at various colleges in your NAVCRUITDIST per the NAVCRUITCOM Ad Planning Guidance letter promulgated yearly, the actual planning for how this money will be spent, subject to the guidance provided in Article 114, is left up to the Professor of Naval Science (PNS), and you will reflect the planned quarterly break-out for these funds under the appropriate media.

408. DIRECT MAIL PLANNING CHARTS. These quarterly charts (See TAB D sample) provide a snapshot of the actual timing of your advertising. In planning your direct mail efforts, you will be identifying the name lists you have available, or plan to get, how many times, and when you will mail to them.

a. All NAVCRUITDISTs plan their Local Direct Mail in the required FY Advertising Plan (Ad Plan). Each Program in the AdPlan lists planned local mailings to the markets with desired dates indicated throughout the FY. The sample chart shown in Tab D provides a useful, simple method to effectively track DM mailings - and can be easily set up using Excel. The following are instructions on its use.

(1) Local mailings are added to the appropriate month block as dictated from the approved FY AdPlan (e.g. '09 Grads, MSC Workforce, etc.). The chart is updated every time changes are made. It is separated into both EPO and OPO mailings.

(2) In the same block containing the mail-out name, the total quantity mailed is indicated, along with the DEC code and date to be mailed. Also included is the type of mail format ordered (ltr = Letter, t/f = Tri-Fold Mailer).

(3) At the bottom of the appropriate month, a reminder "tickler" can be entered for list purchases for OPO professional mailings. The wording is changed from "Order" to "Ordered" when completed.

(4) At the very bottom of the charts, there can be a color-coded informational key to indicate when a mailing has

(a) been "ordered",

(b) actual costs entered in NALTS

(c) when the "seed has been received."

The monthly information is highlighted with the appropriate color (of your choosing).

(5) The color-coded highlighting can be done on the computer. (For those that do not have a color printer, various desk highlighters can be used instead.) When the mailer is ordered, the mail-out name is highlighted one color. When the actual costs are entered in the NALTS Ad Plan, another color is used to highlight the DEC. When the seed is received, the highlighted color of mail-out name is changed.

b. The charts can be used when attending Marketing Meetings in order to show what has been accomplished FYTD. Everyone can then view the entire FY DM plan and discuss needed changes, additions, deletions, etc., as the year progresses. Any changes that come out of the marketing meetings are penciled on the chart and later changed in the spreadsheet to reflect current information. Once changes are made, the appropriate Department (EPO/OPO) is furnished with the new revised chart.

c. The charts should be furnished for posting to the LPTS and LPTAs as changes occur. This will enable all LPT personnel to readily view when mailings will be occurring. A copy of the most up-to-date chart should also be kept in the ADCO Direct Mail folder for ready-reference.

409. PROJECTED EXPENDITURE (PE) REPORT

a. The PE report is used as a yearly advertising expenditure planning document and is generated during Ad planning. The PE report, which is a planning document, helps to project how advertising will be used for each quarter of the fiscal year. It's also used to plan postage costs associated with Direct Mail.

b. The PE report consist of three sections. The following are specific guidelines for each section of the report:

(1) District Advertising Costs by Program - Advertising costs are broken out by District, Channel Group (Direct Mail/ Newspaper/Other Media), Program Types (Enlisted, Officer, Medical) and Program Codes. Newspaper costs show commercial, college and high school, depending on utilization during ad planning.

(2) District Postage Costs by Program - Outgoing postage costs are broken out by District, Program Types (Enlisted, Officer, Medical) and Program Codes based on mailing plans.

(3) Combined Costs Summary by Program - This consists the summary of Advertising and Postage Costs broken out by District, Program Types (Enlisted, Officer, Medical) and Program Codes.

d. The PE report is divided into eighteen columns: projected (planned) and actual amounts and percentage spent for each quarter of the fiscal year, and for the total fiscal year. Projected amounts are approved prior to beginning of the fiscal year. A "w/RO column in the second, third, and fourth quarters indicates the total of the projected amount for those quarters plus any carryover amounts from the previous quarters. Therefore, the w/RO amount represents the revised quarterly budget for each program, based on whether or not there was a positive or negative carryover from the previous quarter.

e. NAVCRUITDISTs are required to spend the majority of all advertising funds in Newspapers, Direct Mail, and Postage.

Note: Most ADCOs now use the official Navy-wide memorandum system, Fund Administration and Standardized Document Automation (FASTDATA). ADCOs should be aware of document preparation and obligation procedures as it relates to reconciliation with District Budget Analysts/Financial Analysts and CITIBANK reconciliations. Training on these procedures should be

conducted locally. Additional information can be obtained by logging onto the FASTDATA web site: <http://navweb.secnav.navy.mil/FASTDATA>, or by calling the help line at: 1-800-471-8713 Ext. 310.

See pages 5-C-1 and 5-D-1 for more detailed information regarding FASTDATA use.

SUMMARY OF KEY POINTS

CHAPTER FOUR GUIDANCE FOR PREPARING FISCAL YEAR LOCAL (NAVCRUITDIST) ADVERTISING PLANS

- **Provides the Guidelines for Preparing the Fiscal Year Local Advertising Plan, and Working with the Projected Expenditure (PE) Report.**

The Advertising Plan is the primary tool used to guide the NAVCRUITDIST toward making its recruiting goal. Consisting of a specific, detailed and measurable plan of actions it addresses the five major programs: General Enlisted, General Officer, Nuclear Officer, Medical Officer and High School NROTC.

The plan also consists of Objectives and Strategies, reflecting resources and capabilities, and a plan of what you intend to accomplish with your advertising efforts.

Derived from the AdPlan, the PE Report calculates by quarter, all advertising obligations and expenditures.

➤ **Advertising Planning Analysis Guidance**

At the start of summer, NAVCRUITREGs generally hold Advertising Planning Conferences to provide guidance to their NAVCRUITDISTs in developing a Local Advertising Plan (AdPlan) for the upcoming fiscal year. The conferences are intended to walk the LPTS/ADCO through the necessary steps in preparing their District's AdPlan. The AdPlan is developed according to Marketing Council meetings where they discuss/review the District's Marketing Operations Plans and Strategies for the next fiscal year, and for each quarter within the next fiscal year, in order to assign milestone dates, provide marketing worksheets, identify any previous months' goal misses, ways to avoid repeating shortfalls and to discuss ways to help increase productivity.

AdPlans are roadmaps of what actions need to be taken given certain budget resources, to achieve the marketing objectives for each recruiting program. Basically, AdPlans show what is needed to do to get the Districts where they want to be. The AdPlan format and requirements may vary from time to time, but certain key points should be kept in mind:

a. LPTs shall review advertising results at least monthly and compare them with the lead generation objectives in the AdPlan. This lets them know if they are on target or need to take corrective action.

b. The AdPlan shall be kept current throughout the year. Update budget and goals, including current lead generation status and fund shifts between programs. Using the AdPlan lets the LPT know where they are in relation to where they want to be at the end of the fiscal year.

c. Goal restrictions for certain programs will definitely affect the advertising strategy for a program. For example, NAVCRUITDISTs shouldn't plan expensive commercial newspaper advertising if the campus is the primary recruiting market for aviation programs. Nor would they plan advertising, especially in the first quarter, for an Officer program which is closed-out (i.e., no more openings available for the fiscal year).

CHAPTER FOUR
GUIDANCE FOR PREPARING FISCAL YEAR
LOCAL (NAVCUITDIST) ADVERTISING PLANS

TAB A
Media Symbols/Program Symbols

Media Type: Indicate media type on all requisition documents used to procure advertising. Production costs are included in the media type:

Media Type	Code	Media Abbreviation	Definition
Direct Mail	DM	DM	DM including printing, lists purchase, letter shop, etc.
Email	EM	EM	Email blasts using LDM web order site.
Newspaper Commercial	NP	NEWS	Ads placed in commercial newspapers
Newspaper High School	NC	NPCL	Ads placed in high school newspapers
Newspaper Subscription	NS	SUBS	Fee to receive copies of newspapers
Magazine Insertion	ML	MAG	Ads placed in magazines and periodicals
Internet	IN	INT	Job announcements on the Internet
Other	MS	OTH	All <u>other media</u> not included in specific categories, including name list purchase, data entry, vehicle wraps, and sponsorships, etc.
Radio Paid Time	RA	RPT	Production/broadcasts costs for radio

Program Symbols/Sub-functional Categories

Recruiting Program: Indicate recruiting programs supported by advertising procurement on requisition document.

Recruiting Program	Program Abbreviation	Sub-functional Category
General Enlisted	GE	CP
Reserve (Active and Ready Mariner)	RE	CN
General Officer (Surface Warfare, JAG, CEC, Chaplain, Women Officer, etc.)	GO	CW
Aviation Officer	AO	CL
Medical Officer	MO	C7
Nuclear Officer, NUPOC, Nuclear Instructor	NC	CY
NROTC	NO	CQ

CHAPTER FOUR
GUIDANCE FOR PREPARING FISCAL YEAR
LOCAL (NAVCUITDIST) ADVERTISING PLANS

TAB B
Sample NAVCRUIT 1535/1

REQUEST / APPROVAL FOR AUTHORITY TO ADVERTISE		
FROM: (ADCO / LPTS / CO)	TO: (CO / REGION CDR / NRC N9)	VIA: (LPTS / CO)
Authority is requested to advertise per law and regulations in the publications indicated herein, which are considered by me as the best media for securing publicity for the purposes of the Government.		
TYPE OF AUTHORITY REQUESTED <input type="checkbox"/> SPECIAL <input type="checkbox"/> GENERAL	SUBJECT OF ADVERTISEMENT:	ESTIMATED COST \$
ADVERTISEMENT FOR (Name and Place)		FISCAL YEAR
NAMES OF PUBLICATIONS / VENDOR <div style="text-align: right;"> MEDIA TYPE: PROGRAM SUPPORTED: PROGRAM SUBFUNCTIONAL CAT: USE LOCATION: APPEARANCE DATE: </div>		
It is contemplated to use only such of these publications / journals / vendors as are necessary to secure the requisite publicity.		
TYPED NAME OF REQUESTING OFFICIAL	SIGNATURE OF REQUESTING OFFICIAL	DATE
1. In case special authority is desired, copy of the proposed advertisement must accompany the application, and the number of insertions specified for each publication. 2. For _____, _____, during fiscal year 20____ <div style="display: flex; justify-content: space-around;"> (Activity) (Location) </div>		
RECOMMENDATION		
FROM: (LPTS / CO / REGION CDR)	TO: (CO / REGION CDR / NRC N9)	
FORWARDED, RECOMMENDING <div style="display: flex; justify-content: space-around;"> APPROVAL <input type="checkbox"/> DISAPPROVAL <input type="checkbox"/> </div>		
TYPED NAME OF RECOMMENDING OFFICIAL	SIGNATURE OF RECOMMENDING OFFICIAL	DATE
FINAL DISPOSITION		
FROM: (CO / REGION CDR / NRC N9)	TO: (ADCO / LPTS / CO)	
UNDER AUTHORITY VESTED IN ME BY NAVCRUITCOMINST 1140.3 (Field Advertising Manual)		
<input type="checkbox"/> SPECIAL <input type="checkbox"/> GENERAL Authority to advertise per law and regulations in the above mentioned publication/journal/vendor is hereby:		
<input type="checkbox"/> APPROVED <input type="checkbox"/> DISAPPROVED	TYPED NAME & SIGNATURE OF AUTHORIZING OFFICIAL	DATE
ACCOUNTING DATA: AA 17 ____ 1804.22N ____ / ____ / 66715 / 0 / 068688 2D ____ / ____ \$ _____ AB 17 ____ 1804.22N ____ / ____ / 66715 / 0 / 068688 2D ____ / ____ \$ _____ <div style="text-align: center; margin-top: 10px;"> N ____ MDNA _____ </div>		
DOCUMENT #:	SIGNATURE OF PERSON POSTING IN FASTDATA:	DATE:

NAVCUIT 1535/1 (Rev. 05-08)

CHAPTER FOUR

GUIDANCE FOR PREPARING FISCAL YEAR
LOCAL (NAVCRUITDIST) ADVERTISING PLANS

TAB C

Sample

ADVERTISING PLAN BUDGET BREAKDOWN

(This page left intentionally blank due to formatting of the
Worksheet)

TAB C: SAMPLE ADVERTISING PLAN BUDGET BREAKDOWN

	Total Budget	\$ 246,444	(as provided by Region)	
Line 2	PNS	\$ 6,430	(for College Professor's of Naval Science)	
	Subtotal	\$ 240,014	(remaining funds for local active and reserve advertising)	
Line 4	Reserve	\$ 24,640	(approximately 10% of total budget) *	
Line 5	Remaining	\$ 215,374		
		A		B
Line 7		ENL		OFF
		\$ 215,374		\$ 215,374
		85%		15%
Line 9		\$ 183,017		\$ 32,357
	//////////	//////////	//////////	//////////
Line 11	NEWSPAPER	\$ 80,810	NROTC	\$ 6,003
Line 12	DM	\$ 96,208	GOXX/NCXX	\$ 15,618
Line 13	OTH MEDIA	\$ 6,000	MED	\$ 10,735
		\$ 183,018		\$ 32,356

Directions:

Line 2 Subtract PNS budget
Line 4 Subtract Reserve budget
Line 5 Remaining budget after PNS and Reserve deductions.
Line 7 Sample ENL / OFF % split of remaining budget after PNS and Reserves are taken out
Line 9 Final budget allocations for active ENL and OFF programs after split

Line 11A Planned spending for Newspapers based on previous FY contracted and non-contracted newspapers - adjusted for discontinued or reduced papers. (A matrix should be used to account for each newspaper by week month and quarter. See TAB 4, page 4-C-6 and 4-C-7)

Line 12A Direct Mail total after Newspapers and Other media totals are figured, using the current total average cost per piece from the DM AD Cost sheet provided by N912.
Note: Divide DM budget by the average cost per piece to get a total piece count. Example: If the average per piece cost is .31 cents, divided into \$96,207.50, this will yield 310,346 mailers. Use this number to divide by the number of planned mail outs.
For example, if 11 mail outs are planned for the FY, this will equate to 28,000 mail drops per month.

Line 13A The example budget shown is assuming OTH MEDIA expenditures do not exceed 5% of your total District budget.

Line 11B Budget allocated to H.S. NROTC plan based on number of planned mail outs only.

Line 12B Budget allocated to GOXX /NCXX based on planned mail outs only.

Line 13B All medical programs based on planned mail outs only

* Includes officer and enlisted. Actual percentage used dependent on District objectives.

Analyzing Reports

1. Building an effective Advertising Plan is key to the success of the NAVCRUITDIST when it comes to local leads generation. Proper analysis of past performance is required in order to properly plan future advertising initiatives.

2. Reports needed

a. FYTD Newspaper Tracking Report by Ad:

(1) Look at what ads are running and note which papers are successful.

(2) Look at the number of ads running and the frequency you run them.

(3) Plan a different successful ad in newspapers weekly and vary the ads in those papers quarterly. This will ensure a variety of ads in each paper over the year. To help in keeping track, use the matrix provided in this TAB for each paper by month.

b. FYTD Newspaper Tracking Report by Newspaper:

(1) Look at the current papers being used. Are they below NAVCRUITREG average Cost-per-QI? Are they below NAVCRUITCOM average cost-per-QI?

(2) Are you converting enough responses to QI's to be effective and to stay within the GOOD or Okay range for Cost-per-QI?

Note: Other factors to consider:

(3) Do your papers adequately cover your market area? Are they the best media for the area covered?

(4) Do you have contracts for papers costing over \$2,500.00 per year? Are the contracts for your largest and best papers in your area?

(5) Are the ads you are using affecting your Cost-per-QI? Certain ads that are not producing can have an overall negative impact on the ROI for that paper.

(6) How many total responses/QI's/New Contracts did you obtain from your papers and what were the costs?

(7) Compare those costs with NAVCRUITREG and NAVCRUITCOM using the Local Leads Analysis Report.

c. FYTD Direct Mail Tracking Reports by Letter Code:

(1) Look at each mail campaign for consistency of mail-outs.

(2) What is your response rate?

(3) What is your response-to-QI rate?

(4) What is the Cost-per-QI? Is it within the GOOD or Okay range for the NAVCRUITREG average Cost-per-QI.?

Note: Other factors to consider in setting up mailing plans:

(5) Get the market identified that you intend to mail to. Must be at least 75%.

(6) Is a major enlisted mail-out being conducted each month?

(7) Are a variety of name lists being used within each grad year (current, plus the past two years) for workforce and H.S.?

(8) Do Officer recruiters provide mail list names to the LPT from campus visits?

(9) Are Enlisted lists broken down by locally generated, ASVAB, JMARS and Selective service? Merge and purge these lists against each other to eliminate duplicate names.

(10) Mail to a different list each time to cover the greatest market area.

(11) Look at your reports, how many responses/QI's/New Contracts did you get from DM? Remember, a mailing isn't considered completed until 12 full weeks have past from the drop date.

(12) Compare your results with NAVCRUITREG and NAVCRUITCOM using the Local Leads Analysis Report.

3. Other Media

a. The purpose of other media is to generate leads in cover areas or markets that you have difficulty reaching by Newspaper

or Direct Mail. Can also be used for miscellaneous expenditures not captured under newspaper or Direct Mail plans.

b. Careful consideration should be given to any other media initiative being planned. Specific guidance on other media is provided in Chapter One of this instruction.

c. Use Other Media Tracking Reports to determine past ROI on any other past initiatives. Discuss any planned campaigns with your program manager to determine what is the best method of spending limited advertising funds on other media, keeping in mind that most other media advertising is considered awareness and not leads generating. Could the same or better results be gleaned through another media source - such as newspaper or Direct Mail?

d. Compare what your Other Media plans are with other LPTs. Call any successful LPTs to inquire what Other Media initiatives work for them and what doesn't.

4. Once you have completed your past FY analysis and answered the questions, you will be able to tell what media will get you the best bang for the buck. Remember, generating leads cost efficiently is a requirement of local advertising. Advertising that is not cost effective shall not be repeated. As the year progresses, make adjustments along the way so that you may better plan for the next FY AdPlan. In the end, determine your best media to ensure adequate funds are being applied to it.

TAB C: SAMPLE NEWSPAPER PLAN – FY- _____

Newspaper	Frequency	Cost Per Insert	Cost per Month	Cost per Year	Price Adjustment	Total
Chicago Sun Times	2 / week	\$1,420	\$2,840.00	\$36,920.00	\$2,428.00	\$39,348.00
Miwaukee Journal	1 / week	\$ 425.00	\$1,700.00	\$22,100.00	\$1,453.00	\$23,553.00
Rockford Register Star	1 / month	\$ 207.00	\$ 207.00	\$ 2,484.00	\$ 15.00	\$ 2,499.00
Racine Journal Times	2 / month	\$ 66.00	\$ 132.00	\$ 1,584.00	\$ 113.00	\$ 1,697.00
Bloomington Pantograph	2 / month	\$ 70.00	\$ 140.00	\$ 1,680.00	\$ 120.00	\$ 1,800.00
Peoria Times Observer	2 / month	\$ 30.00	\$ 60.00	\$ 720.00	\$ 54.00	\$ 774.00
Lasalle News Tribune	2 / month	\$ 60.00	\$ 120.00	\$ 1,440.00	\$ 103.00	\$ 1,543.00
Janesville Gazette	2 / month	\$ 50.00	\$ 100.00	\$ 1,200.00	\$ 90.00	\$ 1,290.00
Kankakee Daily Journal	2 / month	\$ 16.00	\$ 32.00	\$ 384.00	\$ 30.00	\$ 414.00
Gary Post Tribune	1 / month	\$ 126.00	\$ 126.00	\$ 1,512.00	\$ 110.00	\$ 1,622.00
Joliet Herald News	2 / month	\$ 127.00	\$ 127.00	\$ 1,524.00	\$ 109.00	\$ 1,633.00
Champaign News Gazette	2 / month	\$ 50.00	\$ 100.00	\$ 1,200.00	\$ 90.00	\$ 1,290.00
Laraza	4 / month	\$ 40.00	\$ 160.00	\$ 1,920.00	\$ 136.00	\$ 2,056.00
Kenosha News	2 / month	\$ 32.00	\$ 64.00	\$ 786.00	\$ 55.00	\$ 841.00
GTOTAL						\$80,360.00

TAB C: SAMPLE MONTHLY NEWSPAPER PLAN - FY _____
TOTAL INSERTS/MONTH

Newspaper	Frequency	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Chicago Sun Times	2 / week	10	8	4	10	8	8	10	8	8	10	8	8	10
Milwaukee Journal	1 / week	5	4	2	5	4	4	5	4	4	5	4	4	5
Rockford Register Star	1 / month	1	1	1	1	1	1	1	1	1	1	1	1	1
Racine Journal Times	2 / month	2	2	1	2	2	2	2	2	2	2	2	2	2
Bloomington Pantograph	2 / month	2	2	1	2	2	2	2	2	2	2	2	2	2
Peoria Times Observer	2 / month	2	2	1	2	2	2	2	2	2	2	2	2	2
Lasalle News Tribune	2 / month	2	2	1	2	2	2	2	2	2	2	2	2	2
Janesville Gazette	2 / month	2	2	1	2	2	2	2	2	2	2	2	2	2
Kankakee Daily Journal	2 / month	2	2	1	2	2	2	2	2	2	2	2	2	2
Gary Post Tribune	1 / month	1	1	1	1	1	1	1	1	1	1	1	1	1
Joliet Herald News	2 / month	2	2	1	2	2	2	2	2	2	2	2	2	2
Champaign News Gazette	2 / month	2	2	1	2	2	2	2	2	2	2	2	2	2
Laraza	4 / month	4	4	1	4	4	4	4	4	4	4	4	4	4
Kenosha News	2 / month	2	2	1	2	2	2	2	2	2	2	2	2	2
Total Per Month		39	36	18	39	36	36	39	36	36	39	36	36	39
Total Per Week		8	9	10	8	9	9	8	9	9	8	10	9	9

SAMPLE DIRECT MAIL COMPUTATION

	Direct Mail Piece Name	Mail-Out Quantity	AVG Cost Per Piece	AVG Postage Cost per Piece	Total AD Cost
1	ASVAB 2001	4,300	\$0.08	\$0.20	\$344.00
2	HIGH SCHOOL 2003	20,000	\$0.08	\$0.20	\$1,600.00
3	01 IN SCHOOL	40,000	\$0.07	\$0.20	\$2,800.00
4	SELECTIVE SERVICE 2002	8,000	\$0.08	\$0.20	\$640.00
5	ASVAB 2003	9,000	\$0.08	\$0.20	\$720.00
6	HIGH SCHOOL 2001	10,000	\$0.08	\$0.20	\$800.00
7	03 IN SCHOOL	55,000	\$0.07	\$0.20	\$3,850.00
8	ASVAB 2001	2,200	\$0.08	\$0.20	\$176.00
9	HIGH SCHOOL 2002	10,000	\$0.08	\$0.20	\$800.00
10	02 IN SCHOOL	55,000	\$0.07	\$0.20	\$3,850.00
11	ASVAB 2002	2,800	\$0.08	\$0.20	\$224.00
12	HIGH SCHOOL 2003	15,000	\$0.08	\$0.20	\$1,200.00
13	01 IN SCHOOL	25,200	\$0.08	\$0.20	\$2,016.00
14	HIGH SCHOOL 2001	5,000	\$0.08	\$0.20	\$400.00
15	ASVAB 2003	6,700	\$0.08	\$0.20	\$536.00
16	03 IN SCHOOL	50,000	\$0.08	\$0.20	\$4,000.00
17	HIGH SCHOOL 2002	6,700	\$0.07	\$0.20	\$469.00
18	02 IN SCHOOL	33,500	\$0.08	\$0.20	\$2,680.00
19	ASVAB 2002	2,950	\$0.07	\$0.20	\$206.50
20	HIGH SCHOOL 2003	18,500	\$0.08	\$0.20	\$1,480.00
21	03 IN SCHOOL	45,000	\$0.06	\$0.20	\$2,700.00
22	ASVAB 2004	4,200	\$0.08	\$0.20	\$336.00
23	HIGH SCHOOL 2004	12,000	\$0.06	\$0.20	\$720.00
24	04 IN SCHOOL	50,000	\$0.06	\$0.20	\$3,000.00
25	ASVAB 2002	2,500	\$0.07	\$0.20	\$175.00
26	02 IN SCHOOL	55,000	\$0.07	\$0.20	\$3,850.00
27	ASVAB 2002	2,800	\$0.08	\$0.20	\$224.00
28	HIGH SCHOOL 2003	15,000	\$0.08	\$0.20	\$1,200.00
29	01 IN SCHOOL	25,200	\$0.08	\$0.20	\$2,016.00
30	HIGH SCHOOL 2001	5,000	\$0.08	\$0.20	\$400.00
31	ASVAB 2003	6,700	\$0.08	\$0.20	\$536.00
32	03 IN SCHOOL	50,000	\$0.08	\$0.20	\$4,000.00
33	HIGH SCHOOL 2002	6,700	\$0.07	\$0.20	\$469.00
34	02 IN SCHOOL	33,500	\$0.08	\$0.20	\$2,680.00
35	ASVAB 2002	2,950	\$0.07	\$0.20	\$206.50
Total Direct Mail Advertising Cost:					\$35,722.50

TAB C: SAMPLE OTHER MEDIA BUDGET PLAN

Program		Who	Media	Month	Amount	Quarter
MONU	LPT		List Purchase	Oct	\$ 2,000.00	1st
NOPN	ITT		ROTC Advtisment	Dec	\$ 3,000.00	1st
NOPN	Northwestern		NWU Daily	Dec	\$ 1,000.00	1st
TOTAL					\$ 6,000.00	
GEXX	LPT		List Conversion	Mar	\$ 2,000.00	2nd
NOPN	STATE		Townsend Outlook	Mar	\$ 1,005.00	2nd
TOTAL					\$ 3,005.00	
GEXX	LPT		List Conversion	May	\$ 2,000.00	3rd
GEXX	LPT		List Conversion	May	\$ 2,000.00	3rd
TOTAL					\$ 4,000.00	
NOPN	STATE		Townsend Outlook	Sep	\$ 1,425.00	4th
TOTAL					\$ 1,425.00	
GTOTAL					\$14,430.00	

FY-__

SAMPLE DIRECT MAIL CHART

1st Quarter

2nd Quarter

	Oct-03	Nov-03	Dec-03	Jan-04	Feb-04	Mar-04
EPO	04 GRADS 40,249	03 GRADS 36,568	ASV NUC 02/03 4981	04 GRADS 39,658	03 GRADS 36,390	ASVAB NUC 04
	DEC: 157437	DEC: 160166	DEC: 163959	DEC: 165647	DEC: 169146	
	Drop: 10082003 t/f	Drop: 11052003 t/f	Drop: 12112003 ltr	Drop: 01072004 t/f	Drop: 02042004 ltr	
EPO	ASVAB LO 04 1,142		ASVAB NUC 04 2331	ASVAB LO 04 1,130	02 GRADS 47,812	ASVAB HI
	DEC: 157438		DEC: 163717	DEC: 165649	DEC: 169147	
	Drop: 10082003 t/f		Drop: 1206 2003 ltr	Drop: 01072004 t/f	Drop: 02042004 ltr	
EPO						
EPO						
OPO	NURSE wkfc 16,341				NUPOC stu 4,184	
	DEC: 157439				DEC: 170496	
	Drop: 10152003 ltr				Drop: 02112004 ltr	
OPO	DENTIST wkfc 615				NURSE stu 1,204	
	DEC: 157440				DEC: 170497	
	Drop: 10152003 ltr				Drop: 02112004 ltr	
OPO						
NOTES			Ordered MSC List	Ordered DENTIST list		Order RES PHYS List
	ORDERED	COST ENTERED	SEED RECEIVED			

4-D-1

CHAPTER FOUR

GUIDANCE FOR PREPARING FISCAL YEAR

LOCAL (NRD) ADVERTISING PLANS

TAB D

SAMPLE DIRECT MAIL PLANNING CHARTS

FY-____
SAMPLE DIRECT MAIL CHART

3rd Quarter

4th Quarter

	Apr-04	May-04	Jun-04	Jul-04	Aug-04	Sep-04
EPO	04 GRADS	05 GRADS	03 GRADS	04 GRADS	05 GRADS	2-YR COLLEGE
	DEC:	DEC:	DEC:	DEC:	DEC:	DEC:
	Drop:	Drop:	Drop:	Drop:	Drop:	Drop:
EPO	ASVAB LO 04	ASVAB NUC 05	ASVAB NUC 04	ASVAB LO 04	ASVAB NUC 05	ASVAB NUC 04
	DEC:	DEC:	DEC:	DEC:	DEC:	DEC:
	Drop:	Drop	Drop:	Drop:	Drop:	Drop:
EPO		2-YR COLL				
		DEC:				
		Drop:				
EPO						
OPO	NUPOC stu	PHYS wkfc	NURSE wkfc	DENTIST wkfc	MSC wkfc	PHYS wkfc
	DEC:				DEC:	
	Drop:				Drop:	
OPO	MSC wkfc	ACT Cycle 4	MCAT Apr test	RES PHYS	NROTC Parent Ltr	
	DEC:				DEC:	
	Drop:				Drop:	
NOTES			Ordered MSC List	Ordered DENTIST list		Order RES PHYS List

ORDERED

COST ENTERED

SEED RECEIVED

KEY POINTS

CHAPTER FIVE NEWSPAPER CAMPAIGNS

The following key points are emphasized in this chapter:

- Operating procedures for placing newspaper advertising through the government wide purchase cards.
- Advertising Placement
- Tracking and Analysis
- Newspaper Contracts
- FASTDATA Procedures
- CITIBANK Billing Reconciliation

CHAPTER FIVE
NEWSPAPER CAMPAIGNS

501. GOVERNMENT-WIDE PURCHASE CARD

a. The government-wide purchase card is to be used ONLY for the purpose of procuring ALL newspaper advertising. It shall not be used for postage or other media.

b. Designated personnel are authorized to complete small purchase transactions for official government use at or below the micro-purchase threshold of \$2,500 as either a procurement method or a method of payment.

502. AUTHORIZED USERS

a. The NAVCRUITDIST Commanding Officer shall appoint the LPTS or the ADCO as designated procurement official/card holder. All cardholders are required to receive proper procurement training for purchase card usage and appropriate newspaper advertisement placement procedure training before becoming a designated cardholder. As designated cardholders are relieved, ensure that proper paperwork is completed for changing the name of the cardholders on the SF 1402 per NAVCRUITCOMINST 4400.1, Chapter 4.

b. All Enlisted and Officer, commercial and college newspaper ads, including State Classified Advertising Networks (SCAN) shall be placed using the GPC, not to exceed \$2,500 per single purchase/ad and/or publisher (depending on how invoiced). A FISC contract is still required for individual purchases over \$2,500 per ad (see Article 507 for details).

503. ADVERTISING PLACEMENT

a. Rates for each newspaper must first be obtained by the ADCO and listed on a Newspaper Current Rates Sheet that is maintained at the NAVCRUITDIST by the ADCO for each paper advertised in. A sample of the Newspaper Current Rates Sheet is provided in Tab A. The Newspaper Current Rates Sheet will contain the following information:

- (1) Newspaper name
- (2) Address
- (3) Point of contact

- (4) Telephone number
- (5) Negotiated actions
 - (a) Date
 - (b) Current rate charged
 - (c) Comments
- (6) Most recent rate card attached

The ADCO should ask for due dates for regular placement procedures for making modifications to existing orders, emergency placements and discounts offered. Each newspaper rate will be reviewed at a minimum, once every six months to ensure that the Navy is receiving the lowest rates the newspaper has to offer. The ADCO will maintain a Newspaper Current Rate file that will include all newspaper rate sheets and their attachments for all newspaper vendors. Semi-annually the Newspaper Current Rate file will be submitted to the Logistic Supply Officer (LSO) for audit purposes. The LSO will ensure that the ADCO is reviewing all newspaper rates during a six-month period and sign off on the rate file and return it to the ADCO.

b. At the beginning of each quarter, the ADCO will prepare and submit an Internal Request Document (IRD) to Supply for each job order number based on obligations projected for the quarter in the current FY AdPlan. This document will be entered into FASTDATA as a pre-obligation for the current quarter. This pre-obligation is exclusively for newspaper expenditures using the government purchase card and is used to hold current quarter newspaper funds that will be used for newspaper placement. Funds cannot be pre-obligated for future quarters.

c. ADCOs will use approved newspaper classified ads provided by the Navy's ADPACK when choosing ads. Locally produced advertisements must be approved by the Commanding Officer before placement. Ad codes and Headlines may not be changed.

d. The ADCO completes the order form for all newspaper advertising for the month being placed, annotating the date, ad name or number, ad size, rate, number of inserts and total cost. The purchase card can be used for newspaper advertisements that

will be placed within the normal 30 days billing cycle or for an annual contract. Once a NAVCRUIT 1535/1 is prepared and entered into STARS, supply will return the order form and the completed NAVCRUIT 1535/1 to the LPT with an order number and a document number. No orders will be placed with a newspaper without an order number and a document number assigned. The ADCO then contacts the newspaper vendor and places the order. Newspaper advertisements are normally purchased in increments of one, two, three or four weeks. Purchasing multiple advertisements from the same newspaper on separate NAVCRUIT 1535/1 forms is considered a split purchase, if greater than \$2,500. The dollar limit on each purchase card may be increased, but must be coordinated through the Logistics Support Officer.

e. Newspapers must run ads before they can bill the card (pay for performance). Submit the cost for the order to the credit card company using your credit card number (you will not need to submit anything else).

f. If the newspaper notifies the card holder that the order will exceed the previous quote prior to publication, the ADCO can increase the order amount by modifying the NAVCRUIT 1535/1, and reroute to the Logistics Support Officer (LSO), where the updated order amount is entered into FASTDATA. The ADCO should retain the original NAVCRUIT 1535/1. A Purchase Card Summary Report will be generated from Supply each time a transmittal is updated and this report can be requested at anytime. Non-approved increases in the order will delay payment. If unable to resolve, an item will be disputed using the Cardholder Statement of Questioned Items (CSQI) form.

504. ACCOUNT VERIFICATION

a. Once newspaper advertising has been placed, it is the responsibility of the ADCO to ensure that all ads ran as ordered by physically reviewing newspaper ads either through NAVCRUITDIST subscriptions to major metropolitan newspapers, feedback received from recruiters who obtain the newspaper in their geographical Region, checking the newspaper's website, or monitoring incoming call volume. Tear sheets are not required as proof of publication for newspaper advertisement, but may be used if available. Making a notation on the order form or NAVCRUIT 1535/1 that the ads ran will make reconciling easier. Additionally, a credit or refund must be provided by the newspaper if ads contained errors.

b. The ADCO will receive Statement of Accounts (SOAs) and Outstanding Invoice Reports (OIRs) from the LSO monthly. The ADCO is responsible for verifying each transaction against the purchase documents (NAVCRUIT 1535/1s and IRDs) and the OIRs. Enter the invoice amount on the OIR. A lower amount on the SOA means the ad ran under estimated cost, which is fine. You should never have an amount that is greater than the amount authorized. If you did not authorize the increase you must submit a Cardholder Statement of Questioned Items (CSQI) to dispute the charges.

c. The Outstanding Invoice Report may have requests you submitted that have not been charged to the Statement of Account. The ADCO should check the outstanding orders for old orders. If an order was cancelled, it shouldn't appear on the OIR. Each page of the OIR should be signed and dated. The Statement of Account, Outstanding Invoice Report and Cardholder Statement of Questioned Item must be returned to the LSO after review within five workdays. The ADCO will maintain copies of obligation and order documents, and records of disputes for a current year and past two fiscal years.

505. ORDER PROCESSING BY SUPPLY. The LSO will follow the processing procedures and report generation referred to in COMNAVCRUITCOMINST 4200.1 (LSM).

506. TRACKING AND ANALYSIS. To do an accurate analysis, begin with your Newspaper Tracking Report and a copy of your ad as it appeared in the newspaper. Assume you want to analyze 100LADGEN08. Find the "bottom line" (totals) for this particular ad on the report.

a. The first thing you need to ask is, "Do these numbers make sense?" (For instance, did one insert cost \$5,000?! Does the total line show "0" total responses and 14 QIs?!) If the data does not make sense, review your documentation and NALTS entries to correct it.

b. Then, look at the cost/QI. There is no hard-and-fast rule to determine what this cost should be. Much of this depends on your market. (Sometimes the cost of your newspapers, the size ad required to generate sufficient QIs, or advertising in an expensive major metropolitan newspaper is simply the cost of doing business.) Generally speaking, you can come up with a "yardstick" cost/QI by asking yourself a few questions. (How does this compare to the average newspaper advertising cost/QI in your Region? In the nation? With a

comparable NAVCRUITDIST in any NAVCRUITREG? Or historically in your own NAVCRUITDIST?) Back to 100LADGEN08, is the cost/QI close to your "yardstick" cost/QI? Below it (which is good)? Above it (not good)?

Note: Refer to Good, Bad and Okay on page 3-8.

c. Next, consider your total number of responses. "The higher, the better," you might say. But, only in comparison with the total number of QRs and QIs. A large number of responses with few QRs and QIs are wasting your phone talker's time. Now it's time to take a look at your ad. Did it have enough qualifiers? Was the job category specific enough? Was it a job to which many females responded?

d. Moving above the bottom line (totals for ad), examine how the ad did in different individual newspapers. Also, check how it did in the same newspaper at different times of the year. Using the evaluation obtained by this analysis process, you are now in a position to determine whether 100LADGEN08 is a "good," "bad," or "okay" ad. This will help you decide whether or not to run it again, reword it and run it again, try it again only in certain newspapers and/or at certain times of the year, etc.

507. NEWSPAPER CONTRACTS. Commercial newspaper advertising is **NOT** exempt from the purchasing authority requirements. Contracting Office (FISC) authorization is required for the procurement of advertising in commercial newspapers if a single purchase is in excess of \$2,500. Additionally, in order to establish contracts and do business with newspapers, they must register per Central Contract Registration (CCR) requirements. A purchase order (contract) is not required if a single purchase is less than \$2,500, and if:

a. The need cannot be defined in enough detail for FISC to determine how the paper would price the ads.

b. Numerous single purchases per paper (under \$2,500) are needed during the fiscal year.

Note: FISC does not consider these to be a "split requirement/purchase"; however, FISC may prefer a contract if necessary.

If the defined need exceeds \$2,500, then it is appropriate to send that requirement to FISC. If the defined need is under \$2,500, the GPC may be used to purchase the ad(s).

c. "What is enough detail?" Here is an example that FISC provided as a "standard" baseline to get a better understanding of what they're talking about with regards to "detailed" information or lack thereof:

"FISC received a request for a purchase order with a lump sum amount of \$8,000, but there was no quantity of ads mentioned and no detail about the prices that the newspaper would charge for each ad or even each type of ad. Without this information, FISC could not determine if the price was fair and reasonable. The assumption, in this instance, would be that the paper would charge a standard and reasonable rate, but the NAVCRUITDIST had no way of knowing what that rate would be up front since the District told FISC that each ad placed would be different according to what their (the NAVCRUITDIST) needs were at the time. There were no specifics on the wording, size, location, whether or not the District wanted the wording bolded or some lettering in different fonts, pictures included or no pictures. For FISC, this meant it could not be "defined"; therefore, there was no way to determine that the \$8000 "bulk funded" not-to-exceed price was fair and reasonable. So, this could be interpreted as getting one ad for \$8,000 or \$8000 ads for \$1.00."

In this example, since the need could not be defined in order to set up a "bulk rate", not-to-exceed purchase order, the ADCO can use the GPC for individual ads less than \$2,500.

SUMMARY OF KEY POINTS

CHAPTER FIVE NEWSPAPER CAMPAIGNS

➤ Operating Procedures for Placing Newspaper Advertising through the Government Wide Purchase Cards.

Purchases of advertising with the Government-Wide Purchase Card are authorized only for newspaper advertising. Note that the GPC may be charged by the individual commercial newspaper either before or after the advertising is executed. ADCOs are responsible for obtaining proof of all newspaper advertising.

➤ Advertising Placement

The most effective use of daily newspapers is through classified advertising in the "help wanted" section. There is a 100% interest in jobs among your target audience. They are either looking for a job or contemplating a job change.

Small classified ads have proven effective and cost-efficient in generating a large volume of workforce leads for enlisted programs. Enlisted classified ads are normally "blind"; they don't identify Navy as the prospective employer. This is not deceptive advertising. Research shows that unidentified classified advertising produces three to ten times more QI leads for the Navy than identified ads. It is a necessary and cost-effective way to reach the transient workforce. Identified ads are also available in the ADPACK (classified and display) for use in targeting certain market segments.

➤ Tracking and Analysis

Other than the phone consistently ringing and new contracts/ selects pouring into the LPT, how do you know if your ad was truly successful? For accurate analysis, compare the Newspaper Tracking Report, with your ad as it appeared in the newspaper.

A current listing of very effective ads, somewhat effective ads and ineffective ads (good, okay, and bad) should be maintained in front of the Advertising Evaluation file. This file should contain a sample copy of every Enlisted and Officer ad used during the current and past fiscal year, organized by program and code number, with tracking data updated quarterly from the Newspaper/Advertising Evaluation Report.

CHAPTER FIVE
NEWSPAPER CAMPAIGNS

TAB A
NEWSPAPER CURRENT RATES SHEET

Newspaper:

Address:

POC:

Telephone #:

[**Note:** The most recent rate card must be attached. Update every six months. If the rate does not change, then that should be documented below.]

NEGOTIATION ACTIONS

<u>Date</u>	<u>Current Rate Charged</u>	<u>Comments</u>
-------------	-----------------------------	-----------------

CHAPTER FIVE
NEWSPAPER CAMPAIGNS

TAB B
NAVY RECRUITING
ORDER SHEET FOR NEWSPAPER ADVERTISING



Notes:

1. Do not exceed cost on this order form.
2. If any prices must be charged, notify NAVCRUITDIST advertising coordinator.
3. Set copy to fit ad size given.

PAGE ____ OF ____

ORDER # _____

DOCUMENT # _____

TO: _____
(NEWSPAPER)

#	DATE	AD NAME AD #	AD SIZE	RATE	#OF INS	TOTAL NET COST

TOTAL

--	--	--

Date ordered _____

NAVCRUITDIST _____

Phone # _____

Fax # _____

CHAPTER FIVE
NEWSPAPER CAMPAIGNS

TAB C
FASTDATA ONLINE SYSTEM PROCEDURES FOR CLASSIFIED ADS

1. Creating A New Document/Classified Ad
 - a. Log into FASTDATA site (you'll need your password)
 - b. Click on "paper" in top left to open a new document
 - c. Screen appears to ask what type:
 - (1) For classifieds, you need to click on MEMO
 - (2) Click on "Miscellaneous" and Press "okay"
 - (3) Screen to select range: Purchase Card Docs = "okay"
 - d. Document blank screen appears. At the top of the screen, it will display your document number. Example: MD9A116. Make a note of this, as it identifies your entry into FASTDATA.
 - e. Top left corner is a block for Local Code.
 - (1) If it is on your charge card, you type your initials, one space, then the rest of the number. Example: TLK 02CC000
 - (2) If it is a newspaper which requires a check, then it will be the initials of your LSO and the same series of numbers. Example: LCB 02CC000
 - f. Top right is another block asking you to identify the item. You enter what this is. Example: CHGO TRIB MAY ADS
 - g. Go into the inside body of the document and right click your mouse. A small block appears. You click on "new".
 - h. You'll see a larger block.
 - (1) Go to "Job Order" and select appropriate JON for newspaper advertising.
 - (2) Drop down to "OMB Object Class, change to 240.

(3) Drop down to "Amount", enter total price for this document.

(4) Drop down to "Quantity", enter 1

(5) Press the "save" button on this small block.
If this is a check payment, you have to enter the check information as an "AB" document with the "Job Order" as NK2Y (IMPAC check fee), enter the "Amount" (based on price X \$.0125)
Example: \$1000.00 payment incurs a \$12.50 check fee that will come out of your advertising expenses.

(6) When you have completed all information pertaining to this single purchase, click the "Save" button on the bottom of the screen.

2. Updating A Document (Changing A Price)

- a. Follow same steps to get into FASTDATA
- b. Click on "file" in top left corner of screen
- c. Click on "Update Document"
- d. Scroll down to document number needed. Example:
MD9A116
- e. It will tell you that it has been completed but a correction screen will be displayed. Press "okay".
- f. Go to the "Amount", and enter new price and Press your "TAB" key. New price will be displayed. Press "Save".

CHAPTER FIVE
NEWSPAPER CAMPAIGNS

TAB D
CITIBANK BILLING STATEMENT RECONCILIATION

1. Get User Name And Password Before Entering Website. Call Citibank, 1-800-790-7206; have your credit card number handy along with the mailing address of your statement. They will tell you your username and password, then you can change your password to what you want.

2. Reconciling Your Statement

- a. Enter the website: www.citydirect-gcs.com
- b. Select agency: Department of Navy/U. S. Marine Corps
- c. Check the login process.
- d. Enter your user name/password.
- e. Left side, click on "current status".
- f. Look for the one marked "interim" and click on it.

(1) Screen will display all items that have been billed. Click on "price".

(2) Click on "attach notes".

(3) In the "note" box enter pertaining information to the document. Example: 02MD9A116 JO# NK2Y CHGO TRIB ads for May 20XX.

(4) Press "okay", then if its what you still want, Press "okay" again.

(5) Fill in the dot at the bottom left, then Press "reallocate".

(6) A screen will pop-up asking your number of payments. Press "1", then Press "okay".

(7) A screen will pop-up so you can choose the correct accounting data code. Press "okay".

(8) Close.

g. Go to the next item billed, and repeat all of above in item f.

h. Close to exit. Close again to exit application in your name.

Note: At end of monthly spending, run your FASTDATA report (status of funds) to see your amount obligated and funds still available. You can also run a detailed report to compare to your checkbook. Once you are entering all information yourself, any mistakes made will be YOURS only. You are responsible for all FASTDATA entries, updates, and bill consolidation.

KEY POINTS

CHAPTER SIX

LOCAL (NAVCRUITDIST) DIRECT MARKETING (LDM) CAMPAIGNS

The following key points are emphasized in this chapter:

- NAVCRUITCOM guidance for successful Direct Mail and Email campaigns
- List management, purchases, use of
- Tracking and analysis of mail-outs and email blasts
- Software requirements

CHAPTER SIX
LOCAL (NAVCRUITDIST) DIRECT MARKETING (LDM) CAMPAIGNS

601. RESPONSIBILITIES. The Local Direct Marketing (LDM) program consists of both Direct Mail (DM) and Email (EM) initiatives. The LPT is responsible for planning, executing and tracking all NAVCRUITDIST Direct Mail (DM) and Email (EM) activities. This includes all active and reserve mail-outs/email blasts (as available) for general enlisted programs, nuclear field recruiting, NROTC and all officer programs. LPTs typically process an average of 65,000 mail-outs a month. Accurate planning will help ensure the proper level mailings occur each month to the target market. The LPT shall not make a mail-out/email blast unless sufficient funds are available.

602. LOCAL DIRECT MARKETING PROGRAM. The National Advertising Agency was awarded the management of the NAVCRUITDIST LDM program. HQ NAVCRUITCOM N9 retains the overall management of all DM expenditures associated with the program - including postage and costs to append email addresses to prospect lists.

a. The outsourced LDM program provides each NAVCRUITDIST with the tools to generate leads to meet local objectives per the Ad Plan. The program provides creative materials and production support for both DM and EM to give local flexibility and control in messages, but with centralized production for economy and quality. The LDM program continues to build on the Navy brand image generated through the national television, radio and print efforts. By leveraging that awareness of Navy and communicating with a consistent message, the locally targeted communications can be more effective, thereby delivering better response rates and higher eligible/interested leads.

b. Instructions on how to use the LDM program are detailed under separate cover in the on line Local Direct Marketing Guidebook. In summary, it explains how orders are placed via a secure, password protected website.

c. Local Direct Mail (DM). For DM, NAVCRUITDISTs can pick from four-color materials, a choice of formats (letters, self-mailers or flyers) and targeted messages to the General Enlisted, General Officer, Nuclear Officer, NROTC and Medical Officer programs. Instructions are also provided on how the LPT will select the prospect mailing lists to coincide with each order for the selected mail drop date. Actual mail quantities and costs are automatically updated within each Ad Mailing

Detail in NALTS for ease of management after each drop. Mailing drop dates are offered each week of the year, with orders and targeted prospect lists due two weeks prior. The "flyer/stuffer" option is also available, with ship dates offered bi-monthly for these orders.

The DM aspect of the program provides the Navy savings in production and postage costs, and each NAVCRUITDIST savings in time, which can then be focused on other areas, or working leads and analysis.

d. Local Email. The Ad Planning and LDM module in NALTS has been expanded to include email planning and ordering. Email allows LPTs greater flexibility in marketing to their target audience utilizing email blasts as another marketing tool to capture a person's attention in a place that they interact frequently - the Internet. This program allows LPTs the ability to:

(1) Upload email lists and target those lists for direct marketing purposes and blast to a specified quantity.

(2) Augment local email lists with prospects from national email lists currently housed within the NALTS prospect pool.

(3) Append email addresses to names already residing in the prospect pool. This will increase the number of names available to each LPT for email marketing purposes.

Additional information about placing email orders can be found in the LDM Guidebook.

603. NAME LIST MANAGEMENT. The LPT is the receiving point for all locally generated name lists for direct mailing purposes, regardless of source (except Agency provided JAMRS, MCAT, ASVAB, SEL SVC and SAT/ACT lists. Every list whether it is purchased by the NAVCRUITDIST, provided by NAVCRUITCOM or obtained by recruiters or Education Specialists will be entered in NALTS (Prospect Pool) within five working days of receipt, using proper procedures outlined in the NALTS Users Guide. NALTS list names shall include: proper description of what names are contained and date loaded. The LPT is also responsible for entering any received school lists into RTools to help with station market ID.

a. Proper Handling. Prospect lists for email blasts can also be entered in the NALTS Prospect Pool for targeting following prescribed procedures. The information contained in all name lists shall be used strictly for official military business of Recruiting advertising initiatives. Due diligence shall be exercised when handling and transferring personal information (e.g., name lists, social security numbers and the like) from one system of record to another by any means of communication to preclude loss and unauthorized use. As a reminder these lists are not to be resold or redistributed to others. The following NAVCRUITCOM policy regarding SAT/ACT/MCAT and DAT lists is provided:

(1) The American Dental Association, the Association of American Medical Colleges, the Scholastic Aptitude Test (SAT) College Board, and the American College Testing (ACT) Educational Opportunity Services policies are clear regarding the use their name lists. Each organization has indicated that under no certain terms should their lists (Dental Admissions Test (DAT), Medical College Admissions Test (MCAT) list, SAT/ACT lists) be used for phone prospecting. These examinees can only be mailed information on Navy scholarship program opportunities via our national direct mail and email campaigns or through the LDM program. Once the individual responds to an advertising initiative, then he/she can be contacted by phone.

(2) Every list name, whether it is purchased by the NAVCRUITDIST, provided by NAVCRUITCOM, or obtained by recruiters or education specialists will be handled per applicable PII directives, including requests for suppression.

b. Duplications/Suppressions. If name lists are received via email, on diskette, CD or on hard copy, they must be placed in the proper Excel format using the NALTS Prospect template for importing into the NALTS Prospect Pool. Here, they will be purged of duplications and suppressions. Only new additions to the Pool names will be available for mailings.

c. Usage. Typically, if a list is purchased for a one or two times use, it is generally provided on labels. Make certain that you do not use a list more times than authorized, or you will have to pay penalty fees to the list vendor. Remember, if a list costs over \$1500 you must have prior approval from NAVCRUITCOM N912 by using the form on page 6-A-1. If an outside contractor converts lists to diskette/CD, the cost shall be charged to other media.

d. Archiving and Deleting Prospect Information. Prospects are individual names that are received on name lists that have been acquired from various vendors. These name lists are used for direct marketing and advertising efforts, specifically for direct mail and/or email initiatives. The Joint Advertising, Market Research and Studies (JAMRS) group, which is responsible for conducting advertising and marketing efforts for all branches of the military, established new guidelines for the archival and deletion of prospect information. List archival and deletion depends upon the type of list being used. These guidelines are as follows:

(1) Department of Motor Vehicle (DMV) Lists

(a) Prospect data can be utilized for three years after which records must be archived.

(b) After expiration and archival, prospect data can be maintained for up to three years for analysis purposes after which it must be deleted.

(2) Selective Service (SSS) Lists

(a) Prospect data can be utilized for three years after which records must be archived.

(b) After expiration and archival, prospect data can be maintained for up to three years for analysis purposes after which it must be deleted.

(3) High School (HS) Lists

(a) High school lists are received in quarterly increments.

(b) Prospect data can be utilized for one year from the release of the list, which occurs on a quarterly basis; therefore, usage may extend anywhere from six to twenty-one months. This is dependant upon the time of year in which the list was released.

(c) Within the list, Individual prospects are assigned an expiration date and archived once the expiration date is reached.

(d) After expiration and archival, prospect data can be maintained for up to three years for analysis purposes after which it must be deleted.

(4) College Lists

(a) Prospect data can be utilized for one year after which records must be archived.

(c) After expiration and archival, prospect data can be maintained for up to three years for analysis purposes after which it must be deleted.

(5) Agency-Purchased Lists

(a) Navy's advertising agency may purchase direct mail and email lists directly from list vendors.

(b) List expiration and archival guidelines are set by the individual vendor.

(c) Under these guidelines, each individual prospect are assigned an expiration date and are archived and/or deleted once that date has been reached.

(6) Special Circumstances

(a) In certain instances, expiration of the DMV and HS lists may be super ceded should the name be received on another list.

(b) Under those circumstances, expiration of the prospect information would be governed by the rules associated with the list from which it was received.

e. Lists shall be purged from local databases after three years, or when it becomes out of date and no longer usable, whichever occurs first. The LPTS shall ensure that all contractual requirements concerning the use of purchased name lists, either purchased locally by the NAVCRUITDIST, or nationally by NAVCRUITCOM, are met.

f. All electronic name lists shall be organized as follows:

(1) Enlisted Programs and NROTC

(a) File types:

1. by High School grad year (if known)
2. by age (for workforce lists where High School grad year is not known)
3. by two year college grad year

(b) Record layout: See LDM Guidebook for list import procedures

(c) The following are standard enlisted name list files each NAVCRUITDIST LPT shall have. In most cases, name lists are supplied by NAVCRUITCOM and supplemented with additional names locally:

1. Current year-grads (H.S. seniors) and past two grad years (work force). These include ASVAB names.
2. Junior college names (Obtained locally).

(2) Officer Programs:

(a) File types by recruiting program and market (e.g., Nuclear Officer/Virginia Tech or physician/practicing physicians)

(b) Record layout: See DM Guidebook for list import procedures

(c) The following are standard officer name list files each LPT shall have. In most cases, name lists will be obtained locally for priority programs:

1. Nuclear programs/Technical majors by college and grad year
2. Physicians/Residents
3. Nurses/Workforce (and College)
4. Dentist/College
5. HPSP/Medical students
6. General Officer programs/Desired majors by college and grad year

Note: The Medical College Admissions Test (MCAT) List is mailed to the Advertising Agency twice a year, in the Fall and the Spring. The list is provided to the field twice a year via the Prospect Pool.

604. SEEDING MAIL-OUTS. The LPT shall ensure that a copy of all mail-outs including email blasts are received in-house. Seeding the name list with the appropriate person(s) at the District is required. Seeds cannot be done for mailing addresses outside the NAVCRUITDIST zip code territory.

605. ADDRESS STANDARDIZATION. All lists imported into the NALTS Prospect Pool will be checked via the latest CASS certified software in order to reduce the possibility of names being rejected due to bad/insufficient addresses.

606. MAILINGS. The LPT executes all direct mail-out and email functions via the Local Direct Mail program. Detailed step-by-step procedures are contained in the DM and EM Guidebooks on how to place orders using the web-order site, which is accessed via NALTS.

a. The printing of all forms for DM is accomplished via a GPO term contract with a commercial printer for maximum economy of scale savings.

b. A letter shop vendor is used to process all orders placed, which includes the lasering of the creative messages and BRCs onto the format (shell) chosen; folding, stuffing and inserting the pieces; and preparing/sorting the mail for delivery to the USPS for bulk mail shipping via third class (standard) mail.

607. TRACKING AND ANALYSIS. All mailing (direct mail and email) response channels use the LPT phone number, local LPT email address, and data entry vendor return mailing address for BRM responses which are entered directly into NALTS for tracking and follow-up. Responders to email blasts who fill out an EBRC will be handled via the data entry vendor as well.

a. The LPT shall forward all qualified phone and email responses from Direct Mail to recruiters within 30 minutes, and enter into NALTS using the correct DEC per page 3-D-1.

b. An individual Direct Marketing Tracking Report for each

mail-out shall be run within 90 days. This report shall be analyzed by the ADCO for lessons learned concerning the mail-out. One copy shall be filed with a sample of the letter and BRM card in the Direct Mail Evaluation file, and one copy forwarded to the appropriate project officer for the mail-out (EPO, OPO or recruiter).

c. Direct Marketing Tracking Reports shall be run, enlisted and officer separately, monthly, summarizing activity fiscal year to date. In addition, direct marketing tracking should be analyzed using past and current FY data to plan the next FY Direct Marketing volume and costs.

608. DIRECT MAIL AND EMAIL COSTS. Each LPT will budget for their yearly Direct Marketing programs following normal ad planning procedures outlined in Chapter 4. Initial projected budget breakouts by Enlisted, GOF and Medical Officer print, postage and email blasts costs will be provided to NAVCRUITCOM N912. These figures will be derived from the Projected/Actual Expenditures Report once ad planning has been completed.

a. The ADCO shall monitor DM and EM costs by using both the Projected/Actual Expenditure report and the LDM Mailing Audit (LMA) reports. The LMA reports can be viewed down to the specific DEC and program in the "Ad Plan Detail" section.

SUMMARY OF KEY POINTS

CHAPTER SIX

LOCAL (NAVCRUITDIST) DIRECT MARKETING (LDM) CAMPAIGNS

➤ NAVCRUITCOM guidance for a successful Direct Mail and Email campaigns

Direct Mail and Email are the most effective medium for stimulating responses from the target audience. Direct Marketing operations in all likelihood will decide whether the LPT makes goal. With few exceptions, most NAVCRUITDISTs depend on Direct Marketing to produce 60-70% of Local leads accessions.

Email adds an additional resource for LPTs to choose from to help make Navy messaging available to the target market. LPTs may load their target prospects email lists and/or choose from the national email pool, choose an email creative, specify an email quantity and 'blast' local emails to prospects.

➤ List Management

Perform unyielding compliance with Article 604.

➤ Tracking and analysis of Mailings

Tracking and analysis of each piece of direct mail or email, which must contain the proper NAVCRUITDIST contact information for tracking and follow-up, and immediate delivery of qualified responses to the recruiter is an essential part of an effective mailing program.

CHAPTER SIX
LOCAL (NAVCRUITDIST) DIRECT MARKETING CAMPAIGNS

TAB A
DIRECT MAIL/EMAIL NAME LIST
PURCHASE/RENTAL REQUEST

The following information must be obtained and approved by NAVCRUITCOM N9 prior to each list purchase over \$1,500.00:

(TYPE OR PRINT CLEARLY. ALL FIELDS REQUIRED TO BE FILLED IN)

NAVCRUITDIST _____ Date _____

List Description: _____

Program: _____

Target Market: _____

Current Target Market I.D. % in: NALTS _____ RTOOLS _____ STEAM _____

Does a national list reach this same market? _____ No _____ Yes
(If YES explain why this is necessary.)

Vendor _____

Source of Names _____

First time used ____ Yes ____ No (____ % response from last mail-out)

Format _____ Diskettes _____ Pressure Sensitive Labels

_____ Hard Copy List

_____ CD-ROM _____ Other

Number of Names: _____ Times allowed to be mailed: _____

Parameters:

	Sex/Age		Educational Level
	Ethnic		Field of Study/Specialty
	GPA		State/Zip Code
	Test Scores		Home Address
	Phone		License
	Email Address		

Cost of List \$ _____ Processing Fee (if any) \$ _____ Total _____
\$ _____ Per Name

Deliverability _____% Guarantee Yes _____ No _____

Comments:

NRC N9 <input type="checkbox"/> APPROVED <input type="checkbox"/> DISAPPROVED	TYPED NAME & SIGNATURE OF AUTHORIZING OFFICIAL	DATE:
VIA N912		DATE:

KEY POINTS

CHAPTER SEVEN NATIONAL LEADS

The following key points are emphasized in this chapter:

- National Leads
- Recruiter Feedback of Leads
- NAVCRUITSTA Zip Code Territory and Transfer Procedures
- National Leads Media Types
- Response Channels
- How National Leads are Generated
- Public Service Announcements (PSA)

CHAPTER SEVEN
NATIONAL LEADS

701. GENERAL. National leads complement local leads and both are tracked via the NALTS application umbrella. All nationally produced leads are managed at the NAVCRUITDIST level through NALTS. NALTS is a web-based application designed specifically for the processing, tracking and administration of advertising activity and leads. Qualified leads are forwarded to recruiters via RTools, OTools or CIRIMS downloads after they have been initially blueprinted. (See Article 703.) Dispositions provided by recruiters are used to evaluate the efficiency of national advertising and the contribution of national leads to recruiting goals. Information on how to use the NALTS application is provided in the NALTS User's Guide.

702. NAVY OPPORTUNITY INFORMATION CENTER (NOIC)/NATIONAL NAVY RECRUITING INFORMATION CENTER (NNRIC). Leads generated by national advertising are received at the NOIC, in the form of coupons or Business Reply Cards (BRCs), letters, electronic BRCs (from the Internet), or input from NNRIC, the toll free call center.

a. The purpose of NNRIC is to provide the public with a nation wide toll free telephone number to obtain information about Navy and Navy Reserve opportunities, general information, NAVCRUITSTA look-up, etc. NNRIC is staffed by civilian operators and is operational 24 hours a day, seven days a week. The toll free numbers are 1-800-USA-NAVY (1-800-872-6289) and 1-800-USA-USNR (1-800-872-8767). Callers are connected to an automated call tree from which they are asked to make a selection. Tab A refers to the process. Depending on the selection, the caller will be transferred to the appropriate section. Should they choose "Navy Jobs and Programs", "NRS Look-up" or "Navy Reserve", they are connected to a live operator. For those interested in active duty, their lead information is gathered and keyed into the NALTS database. The respondent's basic qualifications such as age, education and citizenship, as a minimum, are automatically screened and the respondent is either determined to be eligible for recruiter follow-up or not qualified. For those interested in Reserve programs, their lead information is gathered and forwarded to Cyberspace for immediate import into CIRIMS for processing and distribution to recruiters. It is also important to remember that the information used to determine eligibility is obtained from the respondent. The respondent may give incorrect information, or in some instances, turn out to be a prank.

b. Each respondent who calls the toll free number, mails in a BRC, or requests information via Navy.com, receives a personalized letter, which includes the address and phone number of the nearest NAVCRUITSTA along with the appropriate fulfillment item. The turnaround time objective for the production and mailing of the fulfillment letter is 24 hours from receipt of inquiry. NOIC electronically transmits all enlisted and officer lead files to the database, via the NALTS web server, for access by the LPTs, NAVCRUITSTAs via RTools, and NAVCRUITDISTs via OTools. If a NAVCRUITDIST or NAVCRUITSTA provides the national toll-free number (1-800-USA-NAVY) on its after hours recorded message, it should only refer persons desiring general information about the Navy. All other persons should call the recruiter during regular business hours or call the NAVCRUITDIST's toll free number to leave a general message.

c. Should field recruiters desire to obtain general information or information on other NAVCRUITSTAs, this is readily available on the NAVCRUITCOM Quarterdeck or Navy.com's Recruiter Locator. Recruiters are encouraged to use these alternatives prior to utilizing NNRIC operators.

703. CYBERSPACE BLUEPRINTING. Cyberspace recruiters process the third-party deeper blueprinting, formerly contracted under the advertising agency.

a. All national advertising leads (AC/RC enlisted, AC/RC officer) are forwarded to Cyberspace for blueprinting and those deemed 'QUALIFIED' are then imported into the various NAVCRUITCOM systems (RTools, OTools, and CIRIMS).

b. The current Service Level Agreement (SLA) for Cyberspace blueprinting is four business days. This means Cyberspace has up to four business days to contact the lead and post a disposition on the record the morning of the fifth day. While leads are "Sent To" blueprinting (4.005), LPTs are able to view, but not edit the records. After the fourth business day, "initial" Cyberspace dispositions are provided back to NALTS, at which time the status is changed to 4.006, which unlocks the record for NRD edits (if needed). Initial dispositions will indicate whether the record is eligible, ineligible, or required a program change. National enlisted records found to be eligible (Qualified and Interested (5.0), Five Failed Attempts (4.2), Temp NBQ (4.3)) are forwarded to RTools; National Prior Service NAVETS are pushed to CIRIMS; and National AC/RC officer records (QI 5.0 and temporary NBQs (4.3 only) are forwarded to OTools. For AC/RC officer records that cannot be contacted and confirmed eligible for officer programs, Cyberspace will change the program code to GEXX and annotate the record as "Five Failed

Attempts" (4.20). These records will then be pushed to RTools vice OTools.

c. Since NALTS has XML connectivity with RTools, "FINAL" dispositions on all enlisted/NAT records that are forwarded to RTools will be received via the normal business process. That is, the NRSs can disposition the records in RTools and those dispositions will update the record in NALTS. However, for Enlisted NAVETS and AC/RC officer records, it is still incumbent upon the LPT to ensure receipt of final dispositions/feedback from the Enlisted and/or Officer recruiters and update NALTS accordingly.

Note: Since NALTS does not have connectivity with CIRIMS and OTools, locally entered enlisted NAVET and AC/RC officer leads are also forwarded to Cyberspace. These local records are NOT blueprinted by Cyberspace, but forwarded to the appropriate CRM system by Cyberspace. Locally entered AC enlisted (GEXX/GENF/-SWED/NO4Y) and NPSB (NAT) leads continue to be sent directly to RTOOLS by NALTS once the LPT has entered them.

704. NATIONAL LEADS CHANGE. When a NAVCRUITDIST chooses to move a national lead to a NAVCRUITSTA outside the NAVCRUITDIST or report a lead that has been erroneously accessed, the LPT will forward the appropriate information in the format of Tab C and forward it to NAVCRUITCOM (N9124). To transfer national leads from one NAVCRUITSTA to another NAVCRUITSTA within the NAVCRUITDIST, the LPT must change the NAVCRUITSTA on the applicant record in NALTS. For Reserve leads in CIRIMS the LPT will use the CIRIMS territory maintenance module and forward the request to (N912) for approval and change.

705. NAVCRUITSTA TERRITORY AND ZIP CODE DATABASE. NAVCRUITSTA information, such as status (open, part-time, and closed), address, phone number and assigned zip codes is maintained as a database in NALTS, CIRIMS, and WEBSTEAM. The LPT should perform territory maintenance on an as needed basis in NALTS and CIRIMS; however, if the LPT receives any changes to the address, phone number, and/or zip code information, it must be acted on immediately. On a quarterly basis, the LPT should obtain the latest copy of their NAVCRUITDIST/NAVCRUITSTA RFMIS listing from their NAVCRUITDIST supply office, cross-reference this information with WEBSTEAM, and if changes are accurate, update the NALTS database accordingly. At any given time, be sure to notify your NAVCRUITDIST WEBSTEAM Operator of any system discrepancies. The NAVCRUITDIST WEBSTEAM Operator will be responsible for updating WEBSTEAM accordingly.

a. NAVCRUITCOM N9124/N9125 will send a reminder email to each LPT on a quarterly basis. At the end of each quarter, each LPT must email a confirmation of the updates to NAVCRUITCOM N9124 at demetra.pollard@navy.mil. If the LPT finds that an NAVCRUITSTA zip code is assigned to an incorrect NAVCRUITDIST, contact NAVCRUITCOM N521 prior to making changes to the NALTS database. The accuracy of your NAVCRUITDIST/NAVCRUITSTA territory mapping information is critical because it impacts NALTS leads distribution and delivery, the 1-800-USA-NAVY and 1-800-USA-USNR call center, the Navy Opportunity Information Center (NOIC), and the Recruiter Locator on Navy.com. Any inaccuracies will result in leads being sent to the wrong NAVCRUITSTA and errors in WEBSTEAM (resource allocation) data. Those LPTs that do not comply will be reported to their Commanding Officer.

b. Before any changes are made to either NALTS or WEBSTEAM, there must be coordination and consensus as to what changes are being made and when these changes will go into effect. The LPTS must actively coordinate with the Chief Recruiter (CR), Enlisted Programs Officer (EPO) and WEBSTEAM operator to ensure authorized changes to the zip code territory are entered in NALTS in a timely manner for both intra (within a NAVCRUITDIST) and inter-NAVCRUITDIST (NAVCRUITDIST-to-NAVCRUITDIST) transfers, once approval is received from NAVCRUITCOM.

c. If zip codes need to be transferred to another NAVCRUITDIST, the LPTS must request written approval, utilizing the NAVCRUITDIST Zip Code Transfer Sheet (Page 7-C-1) from NAVCRUITCOM. The request must be routed through the NAVCRUITDIST's Commanding Officer and NAVCRUITREG Commander. Supporting documentation must include the NAVCRUITSTA name and RSID, where it's moving to/from, and the zip codes that must be realigned. NAVCRUITCOM N521 provides final approval of each request. Upon approval of the transfer, it is routed to NAVCRUITCOM N9124 for execution. With inter and intra-NAVCRUITDIST transfers, "closed" leads remain under the old NAVCRUITSTA Identification (RSID) and "open" leads transfer to the new NAVCRUITSTA under its new RSID.

Note: NAVCRUITSTAs should not be closed and then re-opened during the fiscal year. If it is not clear that a NAVCRUITSTA is permanently closing, it should be designated Part Time (PT) and its zip codes should be transferred to other NAVCRUITSTAs.

SUMMARY OF KEY POINTS

CHAPTER SEVEN NATIONAL LEADS

➤ National Leads

As local leads are worked by the LPT, NAVCRUITCOM's national advertising agency and its subcontractors generate national leads.

During the respondent's initial contact, information provided is keyed into the NALTS database. The respondent's qualifications are then pre-screened. A personalized letter, including the address and telephone number of the nearest recruiting station, with appropriate "fulfillment" literature is sent to each respondent.

National advertising is awareness and attitude influencing, while local advertising is meant to generate leads. Awareness advertising is necessary for a variety of reasons. Our competition advertises to attract the same individuals the Navy is seeking. Young people often have negative perceptions about the Navy, which awareness advertising can help dispel.

➤ NAVCRUITSTA Zip Code Territory and Transfer Procedures

Each NAVCRUITDIST has assigned geographical boundaries of operation. A NAVCRUITDIST may reassign Station-to-Station zip codes within their District. Switching zip codes from NAVCRUITDIST to NAVCRUITDIST must be reassigned and approved by NAVCRUITCOM N9124 and N52.

➤ National Leads Media Types

- Television and Radio
- Magazines
- Direct mail targeted to a specific group, profession or specialty
- Email Blasts
- Internet
- JRAP

➤ Response Channels.

- Telephone
- Business Reply Cards (BRCs)

- Internet
- “White Mail” (written correspondence)
- Email

➤ **How National Leads are Captured**

National Navy Recruiting Information Center (NNRIC)

NNRIC is the toll-free call center managed by American Customer Care (ACC), which is located in Dubuque, Iowa.

NNRIC is the capture point for all 1-800-USA-NAVY and 1-800-USA-USNR calls.

The call center operates 24 hours a day, 365 days a year. Navy and Navy Reserve dedicated, account Customer Service Representatives (CSRs) utilize phone scripts to capture information on leads and non lead-related calls.

Navy Opportunity Information Center (NOIC)/Cyberspace

National leads are received via the various response channels and input to NALTS by NOIC.

Leads are screened for baseline eligibility by Cyberspace (N3) and forwarded to the field via RTools/OTools/CIRIMS.

➤ **Public Service Announcements (PSA)**

PSAs promote services and goals of non-profit organizations, which contribute to the welfare of the community.

PSAs are “free” publicity.

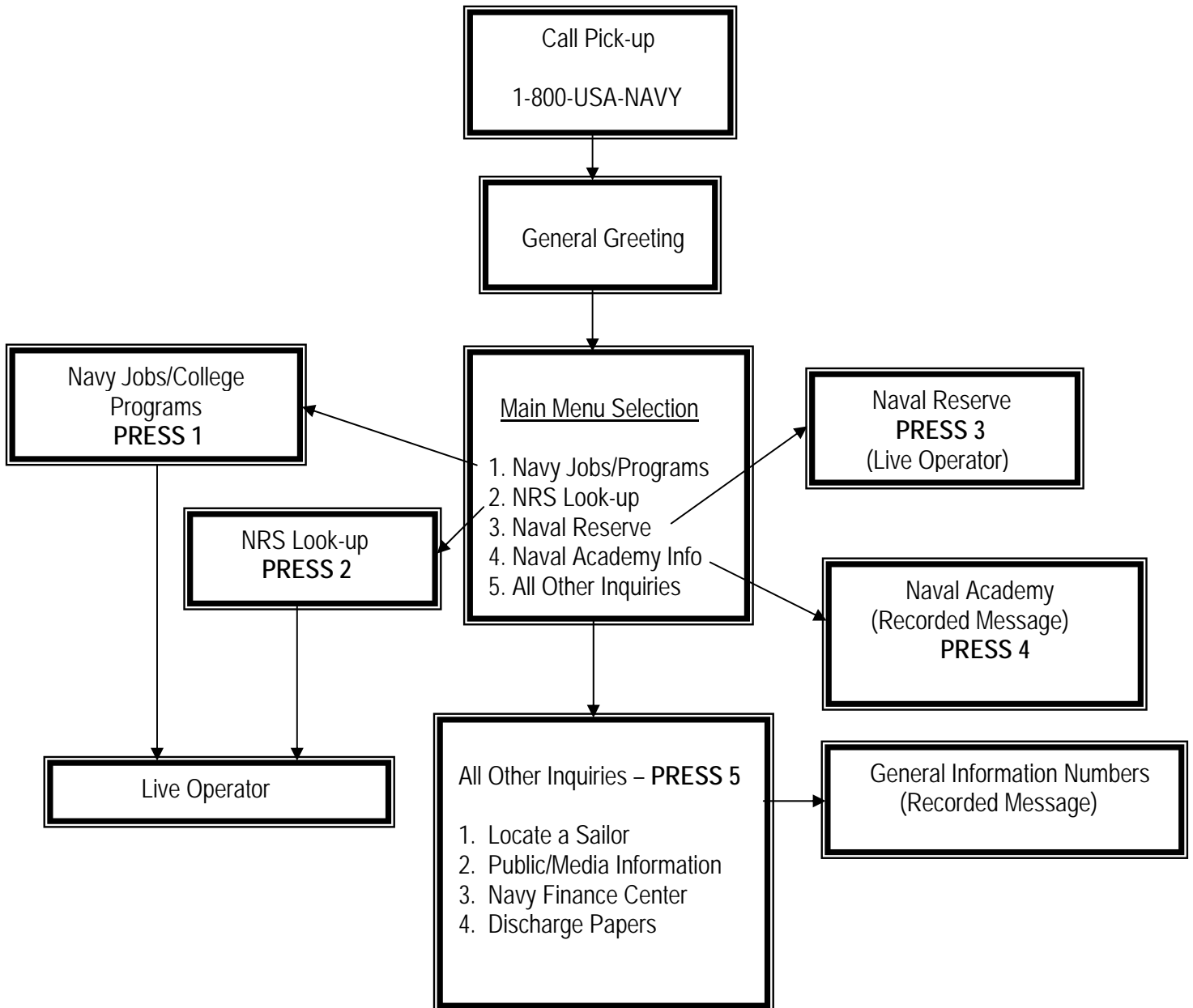
PSA is NOT advertising. Advertising is paid media.

NAVCRUITCOM produces and markets Navy PSAs through national direct campaigns and personal visits to major media representatives. Each NAVCRUITREG and NAVCRUITDIST receives listings of local media in their area. Localized PSA spots can be ordered from NAVCRUITCOM N95.

CHAPTER SEVEN
NATIONAL LEADS

TAB A

NNRIC AUTOMATED CALL TREE
INTERACTIVE VOICE RESPONSE (IVR)



CHAPTER SEVEN
NATIONAL LEADS

TAB B
SAMPLE NATIONAL LEADS CHANGE

Lead Number:

1. Lead should be reassigned to another NAVCRUITDIST:

From: (Original NAVCRUITDIST # assigned: _____)
To: (New NAVCRUITDIST # assigned: _____)

2. Accession/Disposition Change. Lead incorrectly reflected as an accession in [NALTS](#).

Explanation:

3. Authorization:

a. NAVCRUITDIST

(1) Date:

(2) Initials:

b. HQ Approval (Forward to NAVCRUITCOM N9124)

(1) Date:

(2) Initials:

c. NOIC Implementation

(1) Date:

(2) Initials:

CHAPTER SEVEN

TAB C

NAVCROUTDIST TERRITORY TRANSFER

1. The NAVCRUITDIST Territory Transfer is to be used only to transfer Zip Code(s) between two NAVCRUITDISTs. NAVCRUITCOM N421 must approve all existing or transferring Recruiting Station IDs. Each NAVCRUITDIST must provide all information requested to ensure the transfer of the Zip Code(s). Realignments will not be accepted in the fourth quarter of the fiscal year.

2. Forward all completed information to NAVCRUITCOM for final approval and execution. Attach supporting point paper or memo to validate transfer. All counties and NAVCRUITSTAs included in the transfer should also be noted. POC for distribution and questions concerning this information is NAVCRUITCOM (N52) at (901) 874-9454, DSN 882-9454 and FAX (901) 874-9327. In addition, a copy should be forwarded to (N912) for informational purposes.

Zip Code(s) to be transferred (use attachments if needed):

A) Transferring NAVCRUITDIST:.....
From NAVCRUITSTA #:.....
Point of Contact (LPT):
Phone number:
Initials & Date:
CR/EPO, Initials & Date:
XO/CO, Initials & Date:
NAVCROUTREG, Initials & Date:

B) Receiving NAVCRUITDIST:
To NAVCRUITSTA #:
Point of Contact (LPT):
Phone number:
Initials & Date:
CR/EPO, Initials & Date:
XO/CO, Initials & Date:
NAVCROUTREG, Initials & Date:

C) NAVCRUITCOM Approval

<input type="checkbox"/> Yes	<input type="checkbox"/> No	N6	
<input type="checkbox"/> Yes	<input type="checkbox"/> No	N52	
<input type="checkbox"/> Approved	<input type="checkbox"/> Disapproved	N3	
<input type="checkbox"/> Executed	<input type="checkbox"/> Not Executed	N9124	

**Common Local and National Advertising and Recruiting
Terms and Abbreviations**

ACT	- American College Testing
ADCO	- Advertising Coordinator
ADPACK	- Advertising Package
ADPLAN	- Advertising Plan
AFQT	- Armed Forces Qualification Test
AO	- Aviation (AOC, NFOC, AMDO, AI)
ASTB	- Aviation Selection Test Battery
ASVAB	- Armed Services Vocational Aptitude Battery
BDCP	- Baccalaureate Degree Completion Program
BEERS	- Basic Enlistment Eligibility Requirements
BRC	- Business Reply Card
BRM	- Business Reply Mail
CARIT	- Career Information Team
CE	- Campbell-Ewald
CIRIMS	- COMNAVCRUITCOM Integrated Recruiting Information Management System
CLO	- Campus Liaison Officer
NETC	- Naval Education and Training Command
COI	- Center of Influence
COMNAVCRUITREGION	- Commander, Navy Recruiting Region
CR	- Chief Recruiter
CRF	- Career Recruiter Force
CSQI	- Cardholder Statement of Questioned Items
CYBERSPACE	- Cyberspace (Internet) Recruiting
DAPS	- Defense Automation and Production Service
DEP	- Delayed Enlistment Program
DM	- Direct Mail
EB	- Enlistment Bonus
EDSPEC	- Education Specialist
EM	- Email
EPDS	- Enlisted Processing Division Supervisor
EPO	- Enlisted Programs Officer
FASTDATA	- Fund Administration and Standardized Document Automation
FMAM	- February, March, April, May
FTP	- File Transfer Protocol
FYTD	- Fiscal Year to Date
GEN	- General Enlisted
GOF	- General Officer
GPC	- Government Purchase Card
GPO	- Government Printing Office
IRD	- Internal Request Document
JAMRS	- Joint Advertising, Market Research and Studies

JRAAC	- Joint Recruiting Advertising Committee
JRAP	- Joint Recruiting Advertising Program
LAMS	- Local Advertising Management Section
LDM	- Local Direct Marketing
LPT	- Lead Production Team
LPTS	- Lead Production Team Supervisor
LSO	- Logistics Support Officer
MEPCOM	- Military Entrance Processing Command
MEPS	- Military Entrance Processing Station
MCAT	- Medical College Admission Test
MOF	- Medical Officer (Physician, Dentist,
Nurse,	
	MSC, HPSP)
MOP	- Marketing Operations Plan
NALTS	- Navy Advertising and Leads Tracking System
NAVCUIT	- Navy Recruiting
NAVCUITCOM	- Navy Recruiting Command (NRC)
NAVET	- Navy Veteran
NCOA	- National Change of Address
NCO	- New Contract Objective
NNRIC	- National Navy Recruiting Information
Center	
NOIC	- Navy Opportunity Information Center
NAVCUITCOM ORIENT	
UNIT	- Navy Recruiting Orientation Unit
NP	- Newspaper
NAVCUITDIST	- Navy Recruiting District
NROTC	- Naval Reserve Officer Training Corps
NRS	- Navy Recruiting Station
NTT	- National Training Team
NUC	- Nuclear (NUPOC, Nuclear Instructor)
OIR	- Outstanding Invoice Reports
OPO	- Officer Programs Officer
OR	- Officer Recruiter
OSVET	- Other Service Veteran
OTools	- Officer Tools
P/A CARD	- Prospect/Applicant Card
PDC	- Personally Developed Contact
PE	- Projected Expenditure
PEL	- Program Eligible Lead
PNS	- Professor of Naval Science
PQS	- Personnel Qualification System
PROMO	- Promotional Item
PSA	- Public Service Announcement
PSAT	- Preliminary Scholastic Aptitude Test
PSS	- Professional Sales Skills
QI	- Qualified and Interested

QMA	- Qualified Military Available
QNE	- Qualified Not Enlisted
QNI	- Qualified Not Interested
RAD	- Recruiter Aid Device
RINC	- Recruiter-in-Charge
ROI	- Return on Investment
RSID	- Recruiting Station Identification
RTools	- Recruiting Tools
SAT	- Scholastic Aptitude Test
SF	- Standard Form
SOA	- Statement of Accounts
STEAM	- Standardized Territory Evaluation and Analysis for Management
TIW	- Time-in-Work
USPS	- United States Postal Service
ZS	- Zone Supervisor

GLOSSARY

ACCESSION - Person entering the Navy who counts toward recruiting shipping goal.

ADVERTISING AUTHORITY - Authority delegated by the Secretary of the Navy granting NAVCRUITREGs and NAVCRUITDISTs to advertise in printed and electronic media (direct mail; newspapers and magazines of general circulation; newspapers, magazines and/or periodicals of high schools and colleges; train, bus, and taxi placards; recruiting posters; billboards and other outdoor advertising; event programs for sporting events, fairs, exhibitions and special celebrations; on radio, television and on the Internet) exclusive to their territory in support of Navy recruiting programs.

AD AGENCY - A private company or contractor whose product is the service of placing advertisements in different media for a client.

AD IDENTIFICATION CODE - A sequence of letters and/or numbers, which clearly identify an ad contained in an ad catalog.

AD/MEDIA ANALYSIS - Recurring evaluation of advertising and Direct Mail used to identify productive or ineffective advertising and media in order to increase cost efficiency.

ADJUSTMENTS - Money refunded or additional money paid out as a result of receiving an invoice for an ad that reflects a price more or less than the estimated cost.

ADVERTISING OBJECTIVES - Measurable statements of what you plan to accomplish with advertising.

ADVERTISING PLAN (ADPLAN) - Fiscal year plan for all local advertising activity: what is to be accomplished through advertising; how, where, when, and by whom this will be accomplished; and how the NAVCRUITDIST intends to spend its entire advertising budget.

ADVERTISING STRATEGIES - Statements of how, where, and when you will accomplish your advertising objectives.

AFTER-THE-FACT PURCHASE - Authorizing placement of or purchasing an advertisement without prior approval of NAVCRUIT 1535/1 and/or DD Form 1155.

APPROPRIATIONS - Funds authorized by Congress for Federal spending.

AREA OF DOMINANT INFLUENCE (ADI) - An exclusive geographic area consisting of all counties in which the home market station (located generally in the core of the area) received a preponderance of total viewing hours. Widely used for TV, radio, newspapers, and magazine, outdoors advertising in media selection.

ARTWORK - Borders, large print, line art, photographs and graphics of all kinds used to enhance ads, primarily in the display ad format.

ASSISTANT CHIEF RECRUITER (ACR) - The assistant to the senior enlisted person located at a NAVCRUITDIST, responsible for enlisted production.

BANGTAIL ENVELOPE - An envelope that serves a promotional purpose via an extra flap, which holds product information and/or an order form. Often used in credit card statement, premium notices and the like the "bangtail" promotion rides along free.

BASTARD - A non-standard size or type of direct mail piece, which requires special handling and may well cost more than a regular size of folding configuration.

BILLBOARD AD - A form of outdoor advertising that informs and directs the reader.

BINDING - Fastening together books, magazines, or pamphlets by wiring with staples, sewing, or plasticizing, depending on thickness and appearance desired.

BLACK AND WHITE - Term for one-color printing where black-on-white paper is utilized.

BLEED - Where the printing on a piece goes all the way to the edge of the paper. Accomplished by printing beyond the margins of the piece and then trimming to the margin.

BLIND - A term often used to refer to an ad, which doesn't identify the Navy as the potential employer.

BLITZ - A coordinated advertising and/or publicity campaign concentrated in a specific location during a relatively short period of time.

BLUE AND GOLD OFFICER - Reserve Officer who assist in recruiting for the Naval Academy.

BOLDFACE - A heavy-face type.

BROADSIDE - Name for a brochure which folds out to a flat size in the range of 11" x 17" or larger. The "broadside" format lends itself to a dramatic product presentation where all elements of the offer may be presented on a single reading surface.

BROCHURE - Also called circular or pamphlet or flyer. The general term for a descriptive piece of literature fused for promotional purposes.

BUDGET AMENDMENT - Moving a given amount of money from one program category (or job order) to another within the same medium or between media.

BUDGET SUMMARY REPORT (BSR) - A monthly report for the Supply Department indicating fiscal year-to-date expenditures and balances by job order. The BSR assists LPT ADCO in insuring the accuracy of both Advertising Accounting Logs and other budgetary Report.

BULK MAIL - Third class mail, which comprises a large quantity of identical pieces, sorted and batched by zip code before they reach the post office. They may also be carrier route coded if the quantity and savings warrant. User must obtain a permit from the post office to utilize bulk mail privileges. Bulk mail, also referred to as Presorted Standard Mail (A), is a cost-efficient way to communicate with your 'customers.'

BUSINESS REPLY MAIL (BRM) - A card or envelope with the return address indicia, allowing prospect to mail the card or envelope back postage-free.

CALL-TO-ACTION - A BRC, phone number, website or email address in a Direct Mail package that makes the prospective customer "do something" that will generate a lead. The motivator which

pushes the reader to take action now. For recruiting purposes, it is an offer or invitation designed to generate inquiries concerning Navy opportunities.

CAMPAIGN - The total market effort for a product or service consisting of advertising, promotion, merchandising, and any other related efforts that are coordinated to achieve a predetermined marketing goal.

CAREER INFORMATION TEAM (CARIT) - Conducts pre-separation briefs to personnel that are in the process of separating or retiring from Naval service.

CARRIER ROUTE PRE-SORT - Sorting mail into nine-digit zip code sequence so that it is ready to be distributed to individual postal carriers. Saves additional postage over five-digit code sequencing.

CENTERED HEAD - Used in a classified ad to draw the reader's eye. The term refers to the location of the headline in relation to the remaining portion of the classified ad-centered directed above the text of the ad.

CENTER SPREAD - The exact middle spread of a bound catalog, magazine, or book.

CHARACTER COUNTS - The number of letters and spaces, which may be written to fill a specific area for a printed piece.

CHESHIRE LABELS - Mailing labels, which are prepared for use with automatic labeling machines. The machines affix the labels individually to the mailing envelope, letter, or order form.

CHIEF RECRUITER (CR) - Normally the senior enlisted person located at a NAVCRUITDIST, responsible for enlisted production.

CLASSIFIED ADVERTISING - Ads placed in classified "help wanted" section of commercial or college newspapers.

COLLATERAL MATERIAL - Booklets, brochures, information sheets, etc., discussing Navy opportunities. Used by recruiters when speaking with a prospect. Also called "RADS."

COLLEGE CATALOG - College publication with schedule, curriculum, faculty, and course description.

COLUMN WIDTH - Width of one newspaper column.

NAVCRUITCOM INTEGRATED RECRUITING INFORMATION MANAGEMENT SYSTEM (CIRIMS) - Navy Prior Service Reserve leads management system.

CONTRIBUTION TO GOAL (CTG) - Percentage of goal attained through new contracts or selects attributable to leads generated through local advertising.

CONVERSION - Converting a prospect into a new contract or select.

COPY - Written material, which is to be used for the creation of a printed piece such as an ad, letter, brochure, etc. (Also see "TEXT")

COVERAGE - The extent to which a particular medium (magazine, radio or TV station, newspaper, etc.) reaches a particular audience or geographic area.

CREATIVE STRATEGIES - The message stressing in advertising through a combination of words and artwork. The message must be designed to motivate and excite the readers and highlight a keep benefit, which will satisfy the functional and psychological needs of the target market. Creative strategies reflect what we will tell our audience to gain the results we want qualified responses.

CYBERSPACE - A division of NRC (N3) that responds to internet job board postings and performs initial (deeper) blueprinting on all national advertising leads; forwards leads to appropriate recruiter management system for follow-up.

DEADLINE - The last day a publication will accept editorial or advertising material for an upcoming event.

DECOY NAME - A tip-off name inserted in a mailing list to assure the mailer when and how the list is being used. Also known as a "seed name," or "salting the list."

DEMOGRAPHICS - Social and economic information about people or groups of people, including age, income, educational level, etc.

DIPOSITION - Leads feedback provided by recruiters.

DIRECT ENLISTMENT/DIRECT SHIPPER - Enlisted applicant processed for enlistment in current month, vice DEP.

DIRECT MAIL - The use of postal service to send a common message to persons selected by list, zip code, or other means.

DIRECT MARKETING - Obtaining leads by means of a specific message targeted to a specific prospective buyer or inquirer.

DIRECT RESPONSE - Advertising designed to cause the reader, listener, or viewer to write or call the advertiser in a timely manner.

DISPLAY ADVERTISING - Ads placed in other than the classified section of commercial and school newspapers.

DOWNSCALE - Opposite of upscale, a market, which is relatively low in income.

DUMMY - Any "mock-up" of a printed piece, which is used to test its appearance, weight and readability.

ELECTRONIC MAIL - Often abbreviated to **e-mail**, **email** or originally **eMail**, is a method of writing, sending, receiving and saving messages over electronic communication systems. The term "e-mail" (as a noun or verb) applies to the Internet e-mail system based on the Simple Mail Transfer Protocol, to network systems based on other protocols and to various mainframe, minicomputer, or internet by a particular systems vendor, or on the same protocols used on public networks

FAST DATA - FUND ADMINISTRATION AND STANDARDIZED DOCUMENT AUTOMATION - Financial accounting system used to obligate and issue (purchase requisition) documents.

FENCED FUNDING - Refers to funds, which are fenced and can be used for no other purpose, such as advertising funds.

FIRST CLASS MAIL - Mail which may or may not contain individual messages, but which is afforded priority treatment by the United States Postal Service.

FLIGHT - Part of an advertising campaign that is divided into segments, with lapses of time between segments.

FLYER - Single sided 8-1/2" x 11" ad generally used for hand-out or campus mailbox stuffers.

FOCUS GROUP STUDY - Study in which members of a specific target markets are gathered to discuss and determine the needs, concerns, and attitudes of that market.

FOLLOW UP - Recruiter contact, screening, rapport establishment, and motivation of a qualified lead for ultimate conversion to enlisted new contract/officer select.

FORMAT - The general concept form, make-up, or style of an advertisement, publication, TV or radio program, or commercial.

GIMMICK - A small device which may be tipped on to a Direct Mail letter, order form, brochure, etc., to call attention to the piece or dramatize the offer. (For example: a one-cup packet of coffee tipped onto a letter, with a heading saying, "Sit down with a hot cup of coffee and let me tell you about xyz product.")

GRADUATE - Person with high school diploma or AA/AS or BA/BS degree.

GRADUATE STUDENT - Enrolled in post-graduate study beyond BS/BA.

GRAPHIC ARTS - The general term for creative work on promotional materials: printing, creation of art, layouts, photography, etc.

HALFTONE - A plate, printed piece, or process involving the shooting of artwork through a lined screen, which breaks up the art into a dot pattern used for photographs in print work.

HEAD - The head (headline) is the first part of the ad the prospect sees and must be designed to stand out from the competition.

INSERTION ORDER - A written authorization (usually from an advertising agency) to a publisher, TV/radio station, or network to carry advertising as specified on a given date at a published or agreed upon rate.

INTERESTED LEAD - A typical reference to a national lead in which the respondent is eligible for the Navy, but not for the 'program' for which they may have responded to in the advertisement.

JOB ORDER NUMBER - Supply terminology referring to a recruiting program, each of which is assigned a number for accounting purposes.

JOINT ADVERTISING, MARKET RESEARCH AND STUDIES (JAMRS) - Serves as the corporate communications arm for the Department of Defense.

JOINT RECRUITING ADVERTISING PROGRAM (JRAP) - Joint advertising program designed to benefit all services.

KEY BENEFIT - The single major benefit of a product or service offered to the customer in advertising.

KICKER - First part of a classified ad, designed to attract the attention of members of specific markets. (See Head)

KROMECCOTE - A very glossy, coated paper stock.

LAM - Local Advertising Manager at from NRC headquarters.

LAYOUT - A rendering of a proposal printed piece, indicating positions for headings, copy, art, and borders. May also indicate color treatments.

LEAD - Prospect for recruitment into the Navy who respond to some form of advertising.

LEADING - Space, which appears between printed lines. Some leading is necessary for readability.

LETTERHEAD - Stationary that is printed with Navy logo, name and address, etc.

LINE COUNT - The total number of lines an ad contains no matter how many columns the ad may span. For example, one ad which is 20 lines deep and spans three columns would have a total line count of 60 lines (3 x 20, or columns x inches).

LINE DRAWINGS - Solid black line artwork that does not require half-tone reproduction.

LIST - A direct mail name list with the names and addresses of prospects that have something in common, whether it is age, sex, occupation, education or other attributes.

LIST BROKER - A professional counselor to renters of direct mail name lists. The broker also helps expedite receipt of lists, merge-purge, etc.

LIST CLEANSING - An updating process, which involves removing names, which are no longer mailable, and changing addresses and other information when known. Also known as purging a list.

LIST MAINTENANCE - The regular updating of a direct mail name list to make sure that addresses are current buyers are as recent as they should be.

LIST RENTAL - A one-time usage agreement between the owner of a list and an outside source (i.e., the LPT). The owner may be paid x-dollars per thousand names (or net names) rented, or a royalty to be agreed between the parties.

LIST SOURCE - Origin of the names, which appear on a mailing list.

LITHOGRAPHY - A printing process, which involves the use of plates, made from photographs. Offset lithography is simply called "offset" in most cases.

LOCAL RATE - A reduced rate offered to local advertisers by newspapers, magazines, and radio and TV stations substantially lower than the national rate.

LOGOTYPE - Also, logo. The trademark or signature of a company, which may simply be indicated by a certain typeface, by artwork, or by verbal trademark in radio advertising.

MAIL DATE - The day agreed upon between list renter and list owner as the "drop date" for a specific mailing at the post office. This mail date must be strictly adhered to, to avoid "dropping mail" on to another offer and diluting attention value. The mailer may request a revised date, but only with permission of the list owner.

MAIL HOUSE - Also letter shop. The firm, which handles labeling order cards/envelopes, insertion, and mailing of direct mail pieces.

MAKE-GOOD - A free repeat of an ad or TV or radio commercial to compensate for an error in its originally scheduled appearance or if scheduled appearance can be missed.

MARKET ANALYSIS - Gathering and analyzing information for market planning.

MARKET SEGMENT - That portion of the overall market from which we are primarily interested in recruiting.

MARKET SEGMENT CONCENTRATIONS - Geographical areas in which a market segment is concentrated (i.e., areas in which a large number of Hispanics reside).

MARKETING - Performing activities to accomplish the organization objectives by anticipating the market's needs and directing the resources to meet needs.

MARKETING OBJECTIVES - Specific statements about what you want to accomplish (e.g., the number of new contracts or accessions to be achieved during a specific time period).

MARKETING STRATEGIES - Quantifiable statements of how you will accomplish your marketing objectives. For the purpose of local advertising planning, you will accomplish your marketing objectives, at least partially, through advertising directed against the target market.

MECHANICAL - Artwork ready for printing.

MEDIA LISTS - A component of the advertising plan which lists every advertising medium you plan to use during the year, its circulation or reach, the number of insertions planned, and the total cost of insertions.

MEDIA PLAN - Communications vehicles for the dissemination of advertising, publicity, news, and information (as in newspapers, direct mail, magazines, outdoor billboards, transit cards, TV, etc.).

MEDIA STRATEGIES - Statements concerning which media type will be used to advertise. Each must be examined and evaluated in terms of cost and ability to reach each target audience generating responses is direct mail and commercial newspapers.

MEDIUM - Singular of "media".

MENTAL GROUP - An applicant is rated per category depending on their ASVAB test results:

CAT I - AFTQ 93 and up

CAT II	- 65 to 92
CAT III Upper	- 49 to 64
CAT III Lower	- 31 to 48
CAT IV	- 21 to 31
CAT IVB	- 16 to 20
CAT IVC	- 10 to 15
CAT V	- 1 to 9

MERCHANDISING - The promotion of an advertising campaign, something in addition to the advertising, which is designed to increase the impact of the advertising on the target market.

NALTS - Navy Advertising Leads Tracking System, in which Leads generated from all Navy advertising are tracked to final disposition.

NATIONAL NAVY RECRUITING INFORMATION CENTER (NNRIC) - Toll free National Call Center.

NAVY OPPORTUNITY INFORMATION CENTER (NOIC) - Fulfillment center.

NAVY REGIONAL CONTRACTING CENTER (NRCC) - Financial activity which grants purchasing authority to Navy shore activities and procures goods or services with costs exceeding that authority.

OBJECTIVES AND STRATEGIES - Statements of what you want to accomplish (objectives) and how, when, and where you will accomplish them (strategies).

OBLIGATED AMOUNT - The amount of money already spent or committed for local advertising by the Advertising Coordinator.

ONE-TIME USE - An arrangement for direct mail name list rental; an understanding that the renter will not tamper with the list for reproduction purposes, or use any part of it more than once without getting permission and paying for the privilege.

OUT-OF-LIMITS STRATEGIES - Statements in the local ad plan of how progress toward achieving stated objectives would be achieved, what conditions are considered "out-of-limits" (i.e., in danger of not achieving your objectives due to unproductive advertising, market changes, budget reductions, recruiter follow-up, etc.), and what actions will be taken to correct an out-of-limit condition.

PACKAGE - The entire direct mail solicitation including outer envelope, letter, brochure, business reply card, or whatever elements are included.

PRESSURE-SENSITIVE LABELS - Also called peel-off-labels. These are address labels often used where one label needs to serve both the addressing and return function. May be removed from the outside of a catalog or envelope, and place on the ordering device.

PRODUCT PLACEMENT - Purposeful placement of a specific product (i.e., can of coca cola) in a movie scene or TV show.

PROGRAM - Enlisted or Officer categories in which advertising funds are spent (GEN, GOF, NUC, MED, etc.). Each program type category is assigned a job order number that should appear on all requisition documents.

PROGRAM ELIGIBLE LEAD - A typical reference to a lead in which the respondent is eligible for the program in which he/she responded to in the advertisement. Also known as a PEL.

PROJECTED AMOUNT - The amount of money a NAVCRUITDIST intends to spend for a campaign or initiative.

PROMOTIONS - Special events (ship visits, air shows, exhibits, career days, etc.) supported by advanced publicity and/or advertising.

PROSPECT - An individual who has expressed a positive interest in enlistment and appears to the recruiter to be qualified for enlistment.

PUBLIC SERVICE ANNOUNCEMENT (PSA) - Free media advertising that is considered to be in the best interest of the general public.

Note: Some Navy billboards or radio advertisements are considered PSAs.

PURCHASE AUTHORITY - Authority granted from Fleet Industrial Supply Center (FISC) by letter (per NAVSUPINST 4200.85) prior to the execution of any purchase action.

QUALIFIED/INTERESTED RESPONSE (QI) - A potential applicant responding to advertising who is determined to meet eligibility screening requirements.

QUALIFIED/NOT INTERESTED RESPONSE (QNI) - A potential applicant who responds to local advertising and meets all initial screening criteria, but is not interested in finding out what the Navy has to offer.

QUARTER - One-fourth of academic year (approximately 11 weeks), equates to two-thirds of a semester.

RATE - The cost of specific units of advertising space or time.

RATE CARD - A card or folder issued by a publication or electronic media listing advertising rates, mechanical and related requirements, volume discounts, and other special information. Rate cards often provide reach and circulation information.

RATE HOLDER - An advertisement or commercial schedule for the specific purpose of achieving a better discount.

RATING - The percent of a potential audience tuned to a radio or television station or program during a given period of time.

REACH - The net total TV homes delivered by a specific program in a particular time slot over a measured period of time, usually one or four weeks. Also used for other forms of media, such as newspapers.

RECRUITER IN CHARGE (RINC) - Normally the senior enlisted person at a Navy Recruiting Station.

REFERRAL - Lead (on prospect) from a center of influence.

RESOURCE AUTHORIZATION - Funding document outlining authorized quarterly funding.

RESPONSE RATE - In direct mail tracking, the percentage of total names mailed which respond positively to the Navy's message. On the average, a 1% response rate is considered "good."

RESUME - Written summary of one's career and qualifications.

SALTING - Same as seed names, decoy, or dummy names on direct mail name list.

SEASONALITY - An advertising message appropriate for a particular season, such as ads promoting purchase of snow tires in December.

SELF-MAILER - A one-piece direct mail piece, which does not come in an envelope, typically a tri-fold.

SEMESTER - One-half an academic year (usually 16 weeks).

SPLIT PURCHASE - Intentionally splitting a purchase with one vendor or firm when total requirements are known in order to exceed common purchasing authority limits. This is not authorized.

SPOT - A radio or television advertising message broadcast in a program or between programs - usually 10, 20, 30 or 60 seconds in duration.

STUFFER - An envelope in a package, statement, newspaper or other medium for the purpose of selling a product or service.

SUBFUNCTIONAL CATEGORIES - A Supply Department code corresponding to each recruiting program.

SUPPORTING DOCUMENTS - Documents showing approved purchasing authority (DD Form 1155) and advertising authority that accompany the monthly Total Budget Summary/Obligation Report. Supporting documents might also include a summary of budget amendments executed and adjustments received during the month.

TARGET MARKET - A group of people who can: (a) be identified by some common characteristic, interest, or concern; (b) can use your product (Navy) to their advantage; (c) can afford the product (or, in the case of the Navy, qualify for specific programs); and (d) be reached through some medium (newspapers, direct mail, etc.).

TEARSHEETS - Sections "torn" from a publication and forwarded with the invoice as proof that advertising was run, e.g. newspaper ads.

TEASER - (Also envelope teaser). The copy on the outside of an envelope, which strives to motivate the reader to open it and read the offer inside.

TESTING - Preliminary mailing or ad insertion, which determines the relative chances of success of a given proposition in a given medium.

TEXT - The body copy of a classified ad, designed to keep qualified readers interested in your advertising. Normally, the text contains two parts. The first discusses benefits to the prospect and the second list qualifies the minimum requirements the prospect must meet. (Also see "COPY").

TOTAL BUDGET SUMMARY/OBLIGATION REPORT - NAVCRUITDIST advertising spending plan and tracking document, also used as a basis for monthly reports to NAVCRUITREG, quarterly to NAVCRUITCOM.

UNIDENTIFIED - See "BLIND".

UNIQUE SELLING PROPOSITION (USP) - A strong, unique reason for purchasing a product or service--often presented in a statement that becomes associated with the product over a period of time (i.e., M&Ms melt in your mouth, not in your hands).

UNIT IDENTIFICATION CODE (UIC) - A five-digit code used to identify an activity.

UPDATE - Adding recently acquired names to a direct mail name list to assure its accuracy.

WEBSTEAM - Standardized Territory Evaluation and Analysis for Management (Market Data).

WILL GRAD - High School senior who intends to graduate and is enlisted in the Delayed Entry Program (includes Adult High School Program students who are seniors and will enlist as a high school diploma graduate).

WINDOW ENVELOPE - An envelope with a see-through area, which allows for a labeled reply device, which may also serve as the address mechanism. The window is die-cut, and may remain open or is covered with a see-through material.

YOUTH ATTITUDE TRACKING SURVEY (YATS) - Department of Defense research survey designed to measure attitudes within our target market, includes awareness of the military, propensity to enlist, and awareness of military advertising.

ZIP CODE SEQUENCE - The arrangement of names and addresses on a list beginning with 00000 and progressing through 99999. This provides proper sorting for third class bulk-mail rates. It may go further to a nine-digit sorting process for carrier route coding, and more savings at mailing time.

INDEX

	<u>Article</u>	<u>Page</u>
<u>A</u>		
Account Verification	504	5-4
ACT	114	1-14
ADPACK	107	1-5
Advertising Authority	103	1-2
- District authority	103	1-3
- Regional authority	103	1-3
- NRC authority	103	1-3
Advertising vs. Non-Advertising	106	1-4
Advertising Guidance	404	4-5
Advertising Objective	101	1-2
Advertising Placement	503	5-2
Advertising Planning (Ad Plan)	401	4-2
- Responsibilities	403	4-3
- Objective and Strategies	402a	4-3
- Policy	112	1-11
Advertising Tracking	105	1-4
Advertising vs. Non-Advertising	106	1-4
Allocation of ceiling	106	1-4
Audits (Leads)	301	3-3
Audits (LPT)	203	2-4
<u>B</u>		
Business Reply Card (BRC)	702	7-2
Business Reply Mail (BRM)	605	6-8
<u>C</u>		
Call-to-Action	106a	1-4
Campus Visit Lead Tracking		3-C-1
Commanding Officer	205	2-7
Contribution to NCO	301	3-2
Costs	106c	1-4
- Advertising, Production, Printing,		
- Supplies and Equipment		
Creative Policy	113	1-12
- Integrity and Honesty	113	1-12
- Approval of locally generated advertising	113	1-12
- Telephone responses	113	1-12
<u>D</u>		
Daily LPT Required Actions		3-D-1
Direct Mail (DM)	108	1-6
- Web ordering system	108	1-6
- Commercial Vendors	108	1-6
- Exceeding the purchase authorization	108	1-6

	<u>Article</u>	<u>Page</u>
- Name List Purchase/Rental Request		6-A-1
- Operations	601	6-2
- Purchasing of high school Jr./Sr. names	108	1-6
- Outsourcing	602	6-2
- Tracking and Analysis	605	6-8
Direct Marketing	601	6-2
 <u>E</u>		
Email (EM)	603	6-3
Enlisted Leads	302	3-5
Enlisted Programs Officer (EPO)	207	2-19
Equipment Requirements	208	2-23
- Telephones	208	2-23
- Computers	208	2-24
- Postage	208	2-24
Executive Officer	207	2-21
Executive Screening Phone Power		3-F-1
Expenditures (Media)	106	1-4
 <u>F</u>		
FASTDATA	409	4-16
Funds for Newspaper, Direct Mail and Postage	106	1-4
 <u>G</u>		
Government Printing Office (GPO)	106(2)	1-5
	604	6-7
 <u>H</u>		
 <u>I</u>		
 <u>J</u>		
 <u>K</u>		
 <u>L</u>		
Leads Production Team		
- DM Guidebook	604	6-7
- Policy and Operating Procedures	302	3-5
- Responsibilities	206	2-12
- District CO Responsibilities	301	3-2
- Lead Ratios to Goal	406	4-9
- Contribution to NCO	301	3-2
- Resources and Funding Needs	208	2-21
- Summary of Required Actions		3-D-1
- Supervisor	207	2-14

	<u>Article</u>	<u>Page</u>
- Follow up Procedures (LPT)	301	3-2
- Follow up Procedures (Recruiter)		3-E-1
Leads Change	704	7-4
Limitations	103b	1-3
Local Leads Responsibilities	201	2-2
- Headquarters Responsibilities	202	2-2
- Local Advertising Management System (LAMS)	202	2-2
- Region Responsibilities	203	2-3
- District Responsibilities	205	2-7
- Planning	112	1-11
- Required Actions		
- Daily		3-D-1
- Weekly		3-D-2
- Monthly		3-D-3
<u>M</u>		
Mailings	605	6-7
- Seeding	604	6-7
- Tracking and Analysis	607	6-8
MCAT	603	6-7
Media	103a	1-3
- Codes		4-A-1
- Definitions		4-A-1
- Expenditures	106	1-4
- Lists	402b	4-3
- Symbols		4-A-1
- Types		4-A-1
Merchandising	111	1-11
- Trade in kind...private gain	111	1-11
Monthly LPT Required Actions		3-D-3
<u>N</u>		
Name List Management	603	6-3
National Leads	701	7-2
National Leads Change Request		7-B-1
National Navy Recruiting Information Center (NNRIC)	702	7-2
NAVCRUIT 1535/1		4-B-1
New Contracts/Selects		
- Removal of	301g(7)	3-5
Newspaper	107, 501	1-5, 5-2
- Current Rates Sheet		5-A-1
- Order Sheet		5-B-1
- Placement Authority	107	1-5
- Contracting Procedures	107	1-5
- Procurement Officials	107	1-5
- ADPACK Submission	107	1-5
Navy Opportunity Information Center (NOIC)	702	7-2

NROTC		
- Funding	114	1-13
- Prospecting Lists	115	1-13
NRS Territory and Zip Code Database	705	7-4
<u>O</u>		
Objectives (Advertising)	101	1-2
Officer Leads	302b	3-8
Officer Programs Officer (OPO)	206	2-20
<u>P</u>		
Phone Watch	208f	2-23
Plan (Ad Plan)	401	4-2
Policy	101	1-2
Premium Items	404j	4-7
Program Symbols		4-A-1
Projected Expenditure Report (PE)	409	4-16
Promotional Items	404i	4-6
Purchase Authority	104	1-3
Purchase Card	501	5-2
Public Service Announcements	103	1-3
<u>Q</u>		
Qualification Standards (Personnel)		2-A-1
Quarterly LPT Required Actions		3-D-4
<u>R</u>		
Recruiter Aid Devices (RADS)	404i	4-6
Recruiter Lead Follow-up Procedures		3-E-1
- Follow-up Script		3-E-2
Region Leads Representatives	204	2-6
Request/Approval for Authority to Advertise		4-B-1
Required Documentations/Procedures	103c	1-3
Responses		
- Newspaper & Direct Mail	205	2-9
<u>S</u>		
Sub-functional Categories		4-A-1
<u>T</u>		
Telephone Script		
- Enlisted		3-A-1
- Officer		3-B-1
Terms and Abbreviations		A-1
Time in Work (TIW)	301g(3)	3-3

	<u>Article</u>	<u>Page</u>
Tracking	105	1-4
- College advertising	304	3-12
- Mail-outs	603	6-7
Tracking and Analysis	605	6-8
Training and Assessment Team (N71)	102	1-2
Training Syllabus		2-B-1

U

V

W

Weekly LPT Required Actions		3-D-2
-----------------------------	--	-------

X

Y

Yearly LPT Required Actions		3-D-5
-----------------------------	--	-------

Z